

LEADING LIFE INSURANCE WEEKLY

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, AUGUST 28, 1924



PAUL HAWKINS
Four years ago a country-town agent—recently promoted to state manager of Ohio.

The PEORIA LIFE INSURANCE COMPANY

offers to its agents
a program of constant
all-year-round service—the
practical kind of service that
makes them successful
and prosperous.



Co-operation
Headquarters
Peoria Life Home Office Building

1924 AUGUST 1924

SIN MON TUE WED THUR FRI SAT

A Celebration in Alaska

When the 1924 Outing of the Peoria Life Hundred Thousand Dollar Club was planned, one of the big considerations was the Company's rapid approach to the **Hundred Million** mark in business in force.

We felt that not for a long time would we be called on to celebrate an event so important in the progress of the Peoria Life. It seemed to us an event worth celebrating: the attainment of a hundred million dollars in business, in sixteen years, solely through the production of our own Agency Force—the Peoria Life has never reinsured or taken over the business of another company.

It was characteristic of the Peoria Life to place the credit for this accomplishment with its agents; to make the celebration of the event an agents' affair; and to reward them for their efforts by such a remarkable outing as they are now enjoying: "2,000 miles of startling beauty" across the most interesting and least familiar stretch of the American continent, to Seattle, then an ocean voyage of a thousand miles through the lovely Inland Passage to Skagway, Alaska! In Skagway, on August 11th was held the combined Hundred Thousand Club Convention and celebration of our First Hundred Million.

Service to Policyholders—Service to Agents is a serious slogan with the Peoria Life. No matter what the occasion, its agents are sure of the best.

PEORIA LIFE INSURANCE COMPANY—PEORIA, ILLINOIS

A Policy of Permanency

The idea in the minds of the founders of The National Life and Accident Insurance Company was to erect an institution that would be more than a business concern. Growth, enlargement, and ultimate greatness were in view, but the all-controlling conviction was and always has been that Safety, Stability and Permanency, must first be sought and attained.

"First Safety; Then Progress"—this has been the company's motto and policy. From this there has been no divergence, nor shall there ever be. The growth of the company has indeed been marvelous, but whenever in its history there have occurred conflicts or doubts Safety has been given the right of way.



**The National Life and Accident
Insurance Company, Inc.**

Home Office National Building Nashville, Tennessee



The National Underwriter

LIFE INSURANCE EDITION

Twenty-Eighth Year, No. 35

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, August 28, 1924

\$3.00 Per Year, 15 Cents a Copy

WILL CONCENTRATE ON EDUCATIONAL SERVICE

President Clegg Firmly Believes in Full Training of Underwriters

HAS OPTIMISTIC OUTLOOK

Life Salesman Need Have No Dull Days, for Some Are Always in Need of His Work

PHILADELPHIA, PA., Aug. 27.—During his term as president of the National Association of Life Underwriters, John W. Clegg, of Philadelphia, will concentrate his energy upon one goal above all others—"the education and development of the underwriter and manager to the highest degree of efficient service.

Mr. Clegg made this clear in an interview in which he pointed out that the



JOHN W. CLEGG
President National Association of Life Underwriters

better trained a man is, the more business he gets, the higher is his class of business and the more pleasant time he has getting that business.

Better for All Concerned

"Not only is his own work easier, but he makes things easier for his manager, his home-office staff, the person he insures, the insurance commissioner and many others all the way down the line. The less supervision he needs, the easier it is for his manager and the more he can accomplish.

"In the past an agent was given a rate book and sent out to pick up as much business as he could. What he didn't know about life insurance he trusted to get out of that rate book, which leads me to remark that the more

NEW PLAN SUGGESTED

MAY STUDY OFFICE SYSTEMS

Secretary Franklin B. Mead of the Lincoln National Life Urges That Association Be Organized

Secretary Franklin B. Mead of the Lincoln National Life sent a letter to a number of the life companies suggesting that a conference be held Sept. 25 looking toward the formation of an association of company executives or home office department heads who are interested in office systems and practice. Mr. Mead stated that much value would result in an exchange of ideas. Secretary Thomas W. Blackburn of the American Life Convention, following Mr. Mead's letter, has notified companies that the executive committee is seriously considering establishing a section of the convention to this same end. In fact, it was suggested a few years ago by one of the speakers before the annual meeting, but nothing came out of it. Mr. Blackburn suggests therefore that no action be taken further by Mr. Mead or those associated with him until after the annual meeting in New Orleans when this subject can come up. Company executives see the desirability of having a forum of this kind, where those interested in this particular subject can get together. Many of them feel, however, that another organization would be unwise and feel that the American Life Convention should take hold of this matter and establish a section devoted to the consideration of office systems, practices and routine.

a man carries in his pocket, the less he carries in his head.

"The underwriter now must go out with a message. The day of promiscuous solicitation has passed. We all know that virtually everyone should have life insurance to provide for some economic need. Our job is to find that need."

Is An Optimist

President Clegg is essentially an optimist. He gives the impression of poise and confidence and has a most disarming smile. His office on the second floor of the Penn Mutual building is large, well-ordered and cheerful, with a beautiful outlook over Washington Square. A dictaphone at his elbow shows that he realizes the value of time-saving methods.

"Selling life insurance is like playing tennis," he explained. "One player will tire himself playing an exciting game and probably lose. Another will conserve his energy and win. The difference lies in working from the shoulders down or from the shoulders up."

Mr. Clegg recently returned from a month's western trip with his family. After attending the national convention in California he toured the Canadian Rockies on his way home. The trip put him in the pink of condition for the busy year ahead of him.

Carries Large Line

The national president carries more than \$100,000 on his own life in the form of annuity for wife, children and grandchildren. He says he can work

LIFE INSURANCE TRUST

THREE BULLETINS PRESENTED

American Bankers Association Is Issuing Some Interesting Material Through One of Its Divisions

NEW YORK, Aug. 27.—The committee on insurance trusts of the trust company division, American Bankers Association, has issued the first of a series of three bulletins which it is publishing on the subject of insurance trusts. The bulletins will contain articles on the practical handling of this class of trust.

The first bulletin contains a foreword by the chairman of the committee, Thomas C. Hennings, vice president, Mercantile Trust Company of St. Louis, and a message on "Cooperation" by Graham C. Wells, former president, National Association of Life Underwriters. This association is cooperating with the trust company division in plans for fostering insurance trusts by both insurance and trust companies. The subject of "Fees" is discussed in the bulletin by Leslie G. McDouall, Fidelity Union Trust Company, Newark, New Jersey, and "Making the Most of Estates Through Joint Trust Company and Life Insurance Service" by Franklin W. Gause of the Columbian National Life of Boston. The bulletin contains 86 advertisements that have been used in papers in all parts of the country in presenting the insurance trust idea. The headquarters of the American Bankers Association are 110 E. 42nd St., New York City.

better, play better and sleep better with the assurance that his family is protected, and he regards this feeling as a good selling argument. His message to the field is that opportunities are limited only by the underwriter's willingness to work and develop his own latent powers.

"Most people," said he, "are financially sick. They haven't made adequate provision for the inevitable loss of earning capacity by old age, disability or death. All too common is the case of the man who kids himself along until the crash comes, trusting to luck to get by somehow.

"The underwriter's duty and privilege is to awaken such people to their needs, showing them that life insurance is the only plan in the realm of finance by which a man may immediately create an estate to offset loss of earning capacity.

Must Have Broad View

"The successful underwriter is the one most vitally interested in the economic problems of his fellow men. He should have broad general knowledge in addition to training and experience in salesmanship. He should have a grasp of economics, psychology, law; in fact, the more varied his technical knowledge, the more avenues of approach he will command. Especially should he be actively interested in civic matters, although personally I would not mix business with social engagements.

"There never need be a dull day for
(CONTINUED ON PAGE 18)

RECOUNTS HISTORY OF INDUSTRIAL INSURANCE

Had Its Origin in Clubs and Fraternal Societies in England

OPPORTUNITY FOR MASSES

Incalculable Service to Wage Earners and Families Rendered by Weekly Premium System

WINNIPEG, CAN., Aug. 27.—At the convention of the Canadian Life Underwriters Association here last week, E. J. Travelers spoke on industrial insurance, reviewing its history and telling something of its scope and service in our modern economic system. He said:

"To discuss intelligently a subject or conceive facts concerning it, we first must consider for a moment its nature. Let us, then, define industrial insurance in the simplest terms as insurance at retail and being a particular branch of what today is the greatest business in the world, life insurance.

Scope Is Gigantic

"Like all other great retail business, industrial insurance is gigantic in its scope and the figures applying to it are startling. It is a commodity demanded by the needs of the public, fitting beautifully into the economic structure of society, making possible a service to the workers that could in no other manner be rendered. It differs from what we term ordinary insurance (which is built on units of \$1,000 with the premiums computed thereon any payable annually, semi-annually or quarterly) by starting with a fixed weekly premium, the amount of insurance varying directly with the premium. In this manner it permits the smallest wage-earner to practice regular thrift to the extent of his ability, meanwhile creating a degree of independence and self-respect and removing farther from him the possible need of charity, so loathful to all.

Outgrowth of Fraternals

"Historically, as it is now practiced, it is the outgrowth of the clumsy, unscientific efforts of the people to insure themselves by small clubs and fraternal societies in England. None of these were large, and so the system did not for a while attract attention, but it was extravagant, unsafe, unfair and full of abuses. At one time England was overrun by small friendly societies. Many of them issued no policies, the sign of membership being a card containing only the name of the society and of the supposed insured with 52 small blanks to be crossed off for weekly payments. The management was in the hands of the collectors; the meetings were characterized mainly by the amount of beer consumed; the method of compensation to collectors encouraged the forcing of lapses; the amounts paid were small and collections

uncertain. The abuses were so numerous and flagrant that they became the subject of parliamentary investigation and reform.

Shown Popular Demand

"Two significant facts appear in this history: There was a popular demand for small insurance so that the people undertook to supply for themselves what they had neither the ability nor knowledge to supply, and out of this condition of affairs grew the Prudential of London, the pioneer industrial insurance company and one of the largest insurance companies in the world today, having in force policies numbering more than one-third the population of England, Scotland and Wales, having an office in every city, town, village and hamlet of these countries and with business still showing a marvelous growth each year. The other fact is that with great freedom for the formation and maintenance of friendly societies by the laws of England, the English Prudential is many times greater than all of them put together, though the same statutes govern them and it, so far as the two systems admit. No other conclusions from these patent facts seem to us possible than these: that industrial insurance in England grew out of, and did not create, popular demand and necessity, and that it has fairly kept abreast of this demand and met necessities of the people.

Problem Here Different

"In this country the enormously greater territorial extent, the smaller comparative population, the existence of provincial lines, and different legislative bodies formerly made the problem a different and more difficult one for industrial companies. The country—i. e., the two great English speaking nations of the American continent—was overrun with cooperative assessment and fraternal societies, though at this period their number is small in comparison. When a certain large company opened its first office in what is now one of the most prosperous American cities, Pittsburgh, Pa., there were about 150 'graveyard' local concerns which soon faded away as the company progressed.

Were Many Abuses

"No one, without having made inquiry, had any conception of the number and extent of irresponsible societies which were practicing fraternal insurance. There was little or no supervision of them, but finally the lack of scientific method, the mismanagement and dishonesty of the system came to the surface until now the offices of commissioners of insurance in most of the states contain a large necrology of the deceased fraternal and endowment societies which have died from the shock of official probings. In general they were innumerable, short-lived, collected all they could, paid out only what they were forced to pay, underwent during their brief existence a constant struggle for life and finally left a small sad membership to mourn their loss.

Weekly Premium Necessary

"Industrial insurance is an effort to provide safe, small insurance on scientific principles for the great mass of the people. Weekly payments of premiums instead of quarterly or semi-annual are a necessity. It is lamentably so; no part of the business so greatly increases the expense, but it is none the less a necessity and must be met as such. The system is a success. It is meeting the demand, and is partly justified for these reasons. The reasons are grounded in human nature. Men feel the need of fire insurance and life insurance. They will have both, but when we come to the individual man we find that he will seek fire insurance and run to get a policy; to take life insurance he must be sought out and the policy must come to him. Why is it? We do not know.

We only know it is so and we meet facts as they are: Men will send their premiums to fire companies but will wait

SANGUINE OF SUCCESS

CLOVER PUTS UP BIG FIGHT

Founder of the Public Life Says He Will Regain Control at Stockholders' Meeting

Alfred Clover, head of the Public Agency Company of Chicago, that has the general agency contract for the Public Life of that city, expects to regain control of the life company at the meeting of stockholders Sept. 16. Maxmillian St. George, general manager of the company, has recently sailed for Poland on the steamer "Paris." Mr. Clover, who was formerly in control of the company, was deposed at what he claims was an illegal election. Since then he has been lining up his forces to again sit at the pilot wheel.

The present officers of the Public Life are opposed to Mr. Clover and if he does regain control, undoubtedly there will be a complete reorganization. The squabble between the two factions of stockholders has cut down the production to a small amount, and the large agency organization has been about dissipated. Mr. Clover is sanguine that he will marshal sufficient strength to control the meeting next month.

for the collector to call for their life insurance premiums. When you call for a monthly premium you will not get it; it is either too small or too large; the industrial policyholders will pay weekly; the well-to-do will pay yearly or bi-yearly and even these will usually wait until they are asked to do so by notice.

Creates Self Respect

"From these substantiated facts the natural sequence is that industrial insurance does serve in countless ways. It brings to the doors of the workers a service they have demanded; it creates a fund on which the less fortunate bases his self-respect; it lessens the sorrow and sufferings following the greatest of all misfortunes, the leave-taking of a loved one in death; it provides funds for the immediate necessities demanded by the circumstances of bereavement and adds to the peace of mind of widows and orphans during those excruciating days of uncertainty following the passing of a bread-winner. Its influence is felt in the absence of higher taxes which unquestionably would exist were not this method provided for the great wage-earning community.

Scope Is Unlimited

"The scope of its service then embraces the individual worker whose self-respect is maintained by its existence; his wife, who often knows no independence outside of its protection; his children whose very existence so often depend on it, temporarily at least; his fellow-worker, whose pride of independence is encouraged by it, and who frequently benefits by the example of his associate as well as by not having to contribute to his family; his employer who is free from the former necessity of contributing.

Render Other Service

"In the desire to render all possible service industrial insurance companies no longer confine and have not for many years confined themselves to the mere collecting of premiums and prompt payment of claims. They have gone much further in conducting health campaigns, in distributing instructive health literature and in one instance are supplying visiting nurses for the purpose of caring for and instructing the policyholders. The far-reaching result of these services will hardly ever be accurately known, but it is safe to say that thousands of lives are saved and life in general is prolonged by these efforts. Statistics

MEETING OF GEM CITY

MEN GATHER AT CEDAR POINT

Agents Hold Their Annual Convention—Two New Accident Insurance Contracts Were Announced

The annual agency meeting on Friday and Saturday last of the Gem City Life of Dayton, Ohio, held at Cedar Point, Ohio, was attended by about 80 agents with their families. William E. Bilheimer of St. Louis was the star speaker on the program for Friday. At Saturday's meeting Vice-President Irving A. Morrisette elicited much enthusiasm when he revealed details of the company's progress for the first half of 1924 and plans for future work.

New Accident Policy

A new accident policy, which will be issued up to age 70, non-cancellable and with cash loan and extended insurance features, was of particular interest as a decided novelty in accident insurance circles. The agents' compensation for this contract will be 30 percent with 9 renewals of 7½ percent. This contract will have a \$20 premium and will be an immediate benefit form, not to exceed principal sum. There will be no occupational lines drawn against applicants. At age 65 half benefits will be payable for 26 weeks. In 20 years there will be a payment of \$300 on demand.

A new \$2 contract, similar to that issued by the Federal Life of Chicago in its accident department, was also announced and over 40 of those present at the meeting expressed their liking for it by applying at once for this contract. This covers only common carrier and automobile hazards.

Making Good Gain

The Gem City Life gained \$3,000,000 new business the first half of 1924 and expects to write \$6,000,000 this year. The company now has subscription accident certificate contracts with over 15 daily newspapers in various states and will soon enlarge its agency territory to take advantage of some of the advertising features of such contracts. All told, the Gem City Life may now be regarded as a company out of its swaddling clothes and ready now to do a largely increased business.

show that insurance companies' mortality is being reduced at a greater rate than the general mortality and this result cannot be traced to any other source than the health educational campaigns that are brought to the very doors of the industrial classes and periodical examination of the more prosperous policyholders.

Important Role Is Played

"With these facts before us, we of the industrial field may well go forth on our mission of thrift and betterment with the full knowledge that our work is second only to that of a spiritual guide, that our message does alleviate the sufferings of thousands, lifting their burden in a material manner; that in the face of all our difficulties, we are filling an important, respectable role in the great scheme of civilization; that every man, woman or child on whom we place a policy is a better individual because of our service; that while our receptions are not always the most cordial and our rebuffs many, we are still filling a real man's goal and ultimately we are blessed by those, who in their ignorance, sometimes throw thorns in our pathway."

Echols to Chicago Office

W. M. Echols has been appointed cashier of the Chicago agencies' office of the Equitable Life of New York. Mr. Echols comes from Pittsburgh where he has been cashier. He has been with the Equitable for many years.

BIG CONVENTION HELD

NEGRO INSURANCE MEN MEET

Reduction of High Mortality of Race Chief Topic of Discussion at Chicago

At the annual convention of the National Negro Insurance Association, held at Chicago Aug. 18-19, the following officers were elected: President, Frank L. Gillespie, president of the Liberty Life, Chicago; first vice-president, R. L. Lewis, president of the Afro-American of Jacksonville, Fla.; second vice-president, R. W. Chamblee, vice-president and general manager of the Atlanta Life; secretary, Charles A. Shaw, assistant secretary of the Standard Life of Atlanta; treasurer, J. M. Avery, secretary, North Carolina Mutual, of Durham, North Carolina.

Discuss Mortality Reduction

Of the 52 negro insurance companies in America, 26 were represented at the convention, at which about 100 representatives were in attendance. The reduction of the high rate of mortality among negroes, and methods of exchange of data between companies to eliminate dishonest agents and to facilitate in passing upon risks, were the chief topics of discussion. Dr. M. O. Bousefield, medical director of the Liberty Life, gave a most instructing address on diseases of high mortality among negroes, among which tuberculosis is the most prominent.

Not Yet Acclimated

He brought out the fact that the negro race is comparatively new in this country, and that as a consequence, diseases of the people of the country are more serious to the newcomers than to those who have been acclimated. Natives of the country have become more or less immune to these diseases, just as the negro in Africa has built up an immunity against the fever which is a serious menace to white visitors. He also discussed the living conditions of the negroes, attributing the high rate of mortality to the unsanitary conditions of the negro districts, and the poor facilities for disposal of sewage. It was decided at the meeting that all companies should cooperate in a movement for the purpose of bettering sanitary conditions among the negroes. Uniform literature will be issued by all companies for this purpose.

Have Interesting Talks

Among the many other addresses was an inspiring talk on "The home office—the field force," by Charles A. Shaw, assistant secretary of the Standard Life of Atlanta. G. P. Hughes, president of the Domestic Life, of Louisville, Ky., spoke on "Life insurance as it specifically applies to our racial group," following which a discussion was led by a representative of the Liberty Life.

The 1925 meeting is scheduled for Aug. 5-7 at Louisville, Ky., where the representatives will be guests of the Domestic Life and the Mammoth Life & Accident of that city.

Held With Other Branches

The convention of the association was held in connection with that of the National Negro Business Men's League, of which the National Negro Insurance Association is a branch. Other branches which held meetings at the same time were: The National Bankers Association, National Negro Press Association, National Farmers Association, National Funeral Directors Association and the National Real Estate Association.

A. L. Saltzstein, general agent for the New England Mutual Life in the Wisconsin and upper Michigan territory, with headquarters at Milwaukee, is making a motor trip to Boston and other eastern points.

TELLS OPPORTUNITIES IN INHERITANCE TAXES

Agent Should Be Acquainted With
State and Federal
Laws

MANY FACTORS INVOLVED

Insurance Provision as Necessary on
Moderate as on Million Dollar
Estates

NEW YORK, Aug. 27.—In addressing the Equitable Life of New York Quarter Million Dollar Club at the last day's session of the meeting, John A. Stevenson, second vice-president of the company, in a talk on inheritance tax and business insurance tried to eliminate from the minds of the delegates some of the fallacies in the current thought regarding these types of insurance, with the idea of persuading them to study business and inheritance tax insurance and to step into this broad field.

Not Hopelessly Complicated

Talking on inheritance tax insurance, he said, first, the inheritance tax is not hopelessly complicated. It is not a hard proposition for an agent to become sufficiently versed in inheritance taxes to handle inheritance tax insurance. It does require some rather thorough preparation which an agent must not overlook, but he said that the amount of preparation required in order to get ready to give service on inheritance tax life insurance is no greater than a lawyer puts on a single big case. The big thing is that the agent must make up his mind to acquire adequate information regarding inheritance taxes and inheritance tax insurance. Before doing this the agent should remember that not all of the inheritance tax insurance sold is on millionaire cases. In fact this kind of protection is greatly needed in moderate estates. He said that not long ago an agent wrote to him and asked, "How much tax will there be on an estate of a half million dollars?" He said that he replied that he did not have the slightest idea what the tax would be. He said he could no more give a proper answer to that question than one could to the question, "How much insurance should a man carry?"

Many Factors Involved

A great deal more must be known about an estate than its approximate size before the amount of life insurance needed to cover the inheritance tax can be known. First, the quality of the estate must be known, the kind of beneficiary to which it is assigned, and where the property is located and what kind of property it is.

This leads up to another fallacy which has been quite generally accepted, namely that estates are usually scattered throughout the country. He said that the great majority of estates which need protection from life insurance are not scattered throughout the United States. As a foundation for writing inheritance tax insurance the agent need only learn the federal tax law and his own state law. The others can be studied as occasion arises.

Speaks of Business Insurance

Speaking on business insurance he said that there is a greater need in small retail establishments than in large corporations for business insurance. He said that the big cases are elusive and hard to close and the small ones can easily be written.

He said that he did not intend to advise the agents to specialize on busi-

STATES TRUST EXISTS

FILE ANSWER IN WISCONSIN

Commissioner Smith Makes Charges In
Connection With the Health and
Accident Injunction Case

MADISON, WIS., Aug. 27.—Commissioner Smith today filed an answer to the action brought by the Time, Old Line Life, Fidelity & Casualty, Aetna Life, Travelers and Northwest Accident in the state supreme court to restrain the commissioner from enforcing certain health and accident policy reforms in Wisconsin. The supreme court several months ago issued an order in favor of the companies.

In his answer, Commissioner Smith asks a rehearing of the questions and in case such rehearing is denied for leave to answer specifically the charges made by the insurance companies. The future of the health and accident insurance in Wisconsin is involved in the suit. The matter will come before the court early in October.

Commissioner Smith charges in his answer that most of the companies are combined into an insurance trust known as the International Association of Casualty & Surety Underwriters "for the unlawful and illegitimate purpose in that it is a combination of insurance companies organized for the purpose of defeating competition in the health and accident insurance business and for the purpose of fixing and maintaining definite and specific rates and denying the public the privilege of legitimate competition in that regard."

Commissioner Smith charges that under the form of insurance which many of these health and accident companies which form these associations are attempting to have approved by the court "will result in the payment of the policyholder of not to exceed 45 percent of the premiums received by the insured under said system and forms. Mr. Smith contends that by adopting the form and blanks proposition by the department that the insured will receive a greater benefit and more just claim settlements and that the forms he has proposed to introduce would bring about such a result.

Fraternal Congress Meeting

The annual meeting of the National Fraternal Congress is being held this week in Washington, D. C. W. R. Shirley is president. The executive committee met on Monday and the sectional meetings were held that day they being the secretaries section, the law section, president's section and press section. The Fraternal Actuarial Association held its annual convention the same week, E. B. Fackler, being the president.

Dark Issues Life Charts

E. H. Dark, 18 Jacob street, New York City, has issued his chart giving pictorial examples and illuminated diagram of the principal forms of legal reserve life policies. Mr. Dark has been in the life business for many years. His father, Charles E. Dark, was formerly president of the American Central Life of St. Louis.

ness or inheritance tax insurance. That would be a great mistake. Even if the agent writes only a very few cases, however, he really should be fully acquainted with the inheritance tax and business insurance needs. These lines of insurance form one of the best approaches for family insurance, which is of course the backbone of life insurance. He pointed out how much the need for these kinds of insurance had increased within the past few years and advised all agents who expected to remain in the life insurance business to make up their minds to study these insurance problems and step forward into this large field.

MARKED IMPROVEMENT

BIG BUSINESS GAINS SHOWN

Research Bureau Figures Give Notable
Increase in Life Business in
July

HARTFORD, CONN., Aug. 27.—Figures just compiled by the Life Insurance Sales Research Bureau of Hartford, show that sales of life insurance improved materially in July over July a year ago. This improvement was shown by an 11 percent increase and was particularly significant because only a month ago, the figures showed that June, 1924, was only 1 percent greater than June, 1923. Furthermore, this improvement is important because it is in a business which reaches almost every county in every state, and the figures tabulated by the bureau represent companies which have in force 88 percent of the total business of the country. Total sales in July of this year were \$391,346,000 and in July a year ago \$334,075,000. These facts make it apparent that life insurance, in common with numerous other lines of business, is at this time giving genuine evidence of "having turned the corner."

Not only have the sales of life insurance shown a marked improvement in July, but taking the seven months of this year and comparing them with a year ago shows a 10 percent gain for 1924. The total sales for this period reached the enormous total of \$4,256,288,000.

The bureau figures indicate, furthermore, that all the various geographical sections of the country showed improvement in July. The greatest gain was in those states comprising the Middle Atlantic group—New York, New Jersey, and Pennsylvania—which showed a volume of sales in July 23 percent greater than July, 1923. Other sections showed the following results: New England, 13 percent gain; East North Central, 5 percent; West North Central, 2 percent; South Atlantic, 3 percent; East South Central, 9 percent; West South Central, 11 percent; Mountain, 6 percent; Pacific, 4 percent.

Of the individual states, a large majority showed gains—some of the leaders being New Hampshire, New York, New Jersey, Pennsylvania, Alabama, Mississippi, and Oklahoma—and only a few show appreciable losses. A study of these geographical results shows that the improvement was widespread and not at all limited to any particular area.

Sales in Canada

Sales of life insurance in Canada for the month of July, 1924, were 5 percent above those for July, 1923, according to figures just published by the Research Bureau. Companies which do over 83 percent of the Canadian business reported an actual volume of sales of \$33,205,006 as compared to \$31,539,000 in July, 1923. The sales for the year to date, or seven months, were \$229,236,000 as compared to \$203,791,000 for seven months 1923, an increase of 12 percent. Sales for the 12 months ending July 31, were \$391,292,000 as compared with \$347,353,000 for the similar period of 1923, an increase of 13 percent.

Comparing July, 1924, sales with those of July, 1923, the provinces of Alberta, British Columbia, New Brunswick, Ontario, Quebec, and Newfoundland show increases and Manitoba, Nova Scotia, Prince Edward Island, and Saskatchewan, decreases. Newfoundland heads the list with an increase of 28 percent.

The cities of Hamilton, Montreal, Ottawa, Quebec, Toronto, Vancouver, and Winnipeg all show increase, both for July of this year as compared to July of last year, and for seven months 1924 as compared to seven months, 1923. Ottawa shows the greatest increase for the month and Quebec the greatest increase for the seven months.

INDUSTRIAL INSURANCE IS TOPIC OF ADDRESS

Phenomenal Growth Shows Need
and Opportunities for Such
Coverage

ESSENTIALS TO SUCCESS

Gives Suggestions on Selecting and
Training Agents and Assistant Superintendents for Best Results

WINNIPEG, Can., Aug. 27.—A. R. Traynor addressed the Canadian Life Underwriters Association here last week on industrial insurance. He emphasized the growth of approximately \$9,500,000,000 within the past 50 years and spoke of the service which the industrial agent can render. His address in part was as follows:

"It is not my intention to dwell upon the past history of industrial insurance, as the phenomenal growth it has enjoyed bespeaks much more than I could hope to say. At the end of the year 1876 there were 5,000 policies in force, amounting to \$443,000. At the end of 1923 there were 58,786,000 policies in force, amounting to the colossal sum of \$9,484,406,000. Figures of such magnitude at once convince us of the favorable public attitude towards industrial insurance, and the part it plays in the life of any community.

Problem Is to Produce More

"We have, however, sufficient to interest us in the present without enlarging upon the past except in so far as it serves to stimulate us to greater effort. The uppermost question in our mind is, not what industrial insurance is, or how it originated, but rather how to produce more in order that the privileges it affords may be further extended. Occasionally we hear a man say that he does not believe in industrial insurance; in other words, only those who are able to pay large premiums should be permitted to enjoy the privileges of life insurance. The tremendous growth and popularity of the industrial companies have, however, made this view ridiculous.

Must Realize Responsibility

"Recognizing the fact that far too many people buy policies more or less on the word of the agent, and do not trouble to read their contracts, it is a duty to endeavor to secure as representatives men who are absolutely reliable and dependable, men who will assume the responsibility they incur when they induce the applicant to sign and deny himself in order to pay the premiums. If the new agent were made to realize more fully this responsibility, he would have implanted in his mind a clearer vision of the true purposes of the life insurance business, the opportunities it affords and his true function as a representative.

Are Three Essentials

"Life insurance from its very inception has been based on the principles of service, self sacrifice, unselfishness and the willingness of individuals to unite for the common good. Whether selling or serving, three essentials stand out as necessary to accomplishment: Sincerity, suggestion and knowledge of human nature. We have great respect for man, because he is man, and should endeavor to become possessed of a wider knowledge of human nature in order to serve humanity best. Insurance men, as a class, render valuable service to society and if the greatest good to the

greatest number be any test, then surely industrial men are thrice armed.

Educated to Life Insurance

"The industrial man, with his family contracts, has been one of the greatest factors in educating the general public along life insurance lines, to the end that the man who handles only ordinary will get a better reception when he canvasses. The vast majority of signatures to applications are secured, not by reason of an exhaustive knowledge of his own or other companies' contracts on the part of the insurance salesman, but by reason of his ability to understand human nature in its various phases, and the application of that knowledge. The human contacts of the industrial man are so much more numerous and intimate than those of the ordinary agent that he has a wonderful opportunity. Young people educated to industrial easily graduate to ordinary when they become self-supporting.

Must Realize Importance

"Men must become imbued with the importance of our business and made to realize that the industrial branch is most essential and must not be treated lightly. It is imperative that sufficient importance be attached to this statement in order that we may continue to elevate the business and attract the better class of men. I maintain this is possible and can be accomplished by presenting to them intelligently the possibilities for the future.

"When men are educated to feel that the policyholder will derive the greatest benefit, they will then become instilled with greater confidence and stimulated to unusual effort, for just so surely as a man desires to improve the standards of men, he will himself become more successful.

Training of Assistants

"Assistant superintendents should be expected to assume responsibility and should be granted authority equal to the responsibility. If an agent has a just complaint, he will not hesitate to make it in the presence of the assistant superintendent. Impress upon the assistants sufficiently the necessity of their wholehearted, not luke-warm support, to whatever is suggested along the lines of increasing production. If we expect that which is worth while from men, they will endeavor to live up to our expectations. Capable assistants and close intelligent supervision will do much to reduce failures and develop possible men. Inefficient and incapable assistants have an unwholesome effect and become a discouraging factor to the keen ambitious man who is willing to pay the price. The assistant superintendent is not a collection agent or clerk and no man has a right to derive his livelihood from another's energy.

Organization Is Needed

"The success of any business depends upon organization. The strength of an organization depends upon the personality of the organizer, and his ability to duplicate himself in other men. It is a duty to awaken men to the reality that they have their own futures to determine, to enthuse them with their own possibilities, to eliminate from their make-up qualities that make for advancement and progress, in order that they may be stimulated to greater individual effort."

To Vote on Capital Increase

Stockholders of the Life Insurance Company of Virginia are scheduled to meet Sept. 10 to consider a recommendation of the board of directors that the charter be amended increasing the capital stock, action of the board to this effect having been taken August 20. Officials state that they prefer not disclosing the amount of the proposed increase until after the matter is considered by the stockholders. The present capital is \$2,000,000 consisting of 20,000 shares of \$100 par value each.

HOLD AGENCY MEETING

PROVIDENT HAS CONVENTION

Tennessee Company Showed Record Accident and Health Premium Increase Last Year

CHATTANOOGA, TENN., Aug. 27.—More than 200 agents from the many states covered by the Provident Life Accident were in attendance at the annual agency meeting held here Aug. 21-23. This year's meeting was the largest and most successful ever held by the Provident. Special effort was made by the directors of the company to have a fruitful meeting in view of the fact that the company has just had the most successful year of its history, and with the near completion of its handsome new skyscraper proposes to expand during the coming year in even greater bounds than in the past.

Establish Record Increase

President R. J. McClellan, in welcoming the agents from 20 states pointed out the "All American" record made by the accident and health department of the Provident in 1923, when its premium income showed a larger actual gain than that of any other accident and health company in the United States. This he pointed out, resulted not only in splendid publicity for the Provident, but also for Chattanooga, as being the home of the organization.

That the new skyscraper home of the Provident was the result of a third of a century's earnest work on the part of the Provident field organization was the thought brought home in the address of Secretary W. C. Cartinhour. He confidently looked forward to the day, he said, when the Provident will attain such size that the entire building will be required for the office force.

The Life insurance division of the company was represented by Thurman W. Payne agency manager, and Calvert Stein, actuary. Mr. Stein, who came to the Provident six years ago from one of the large eastern companies, said that his decision was influenced largely by the future he saw ahead of the Chattanooga institution, and predicted that the life department would be in the hundred million dollar class by 1930.

One of the most interesting talks of the first session was that of L. M. Webb, claim manager, who pointed out the aim of the Provident to meet the public squarely and on a basis of real service. More than 19,000 people in the twenty states where the Provident operates, he stated, had received benefits from the Provident the first six months of the year.

Have Large Banquet

More than 500 employees and guests of the company were guests at the annual banquet given at the Chattanooga Golf and Country Club. The banquet was preceded by a swimming party in the private pool of the club. President R. J. McClellan acted as toastmaster and in turn introduced W. W. Brock, one of the directors of the company. Mr. Brock made a short talk on "Business Methods Applied to Insurance." He brought out how the talking of insurance was purely business and should be treated as such by the agents. Justice A. W. Chambliss of the Tennessee Supreme court, also a director of the company in a short talk on "Good Fellowship in Business," pointed out just how this could be applied to insurance and other businesses alike. He declared that good fellowship was the foundation of all business and, without it, none could flourish.

A. S. Caldwell, state insurance commissioner, spoke on "The Ideal Agent" explaining what it takes to make an ideal agent and how much more business an agent who lived up to an "ideal" could bring in.

The convention came to a close with

EXPERIENCE IS BRIEF

NON-MEDICAL BUSINESS GOOD

Great West Life Reports First Full Year of Writing Proves Better Than Expectations

The excellent progress made in writing limited amounts of ordinary life without medical examination was shown in the report of the Great West Life of Winnipeg, Can., given before the annual agency meeting at Alexandria Bay. Although the company has not been writing this class of business long, and its experience is not fully indicative of the trend in the class, it makes an excellent comparison with the ordinary medical business. The experience on non-medical business has been exceedingly gratifying and interesting. The company started writing it in 1922 and since that time has issued about \$30,000,000 on this plan.

Favorable Mortality Experience

The mortality experience has been exceptionally favorable. Total death claims during 1923 amounted to only \$26,700, which, even if all business had been medically examined, would have been difficult to equal. Even this loss was compensated by a saving of \$25,000 effected through underwriting economy on the nonmedical business. This was the sum that would have been spent on this volume of business for inspections and examinations in the ordinary way. The company believes that its first full year's experience gives proof that the agency force of the company can be relied upon to care for the interests of the company in every detail. They feel that the nonmedical business has proven itself decidedly worth while and anticipate that the future will see even a greater improvement in its underwriting.

Revise Application Form

The Equitable Life of New York has rewritten its application form, making provisions for a question as to whether other insurance is to be replaced by the policy for which application is made. This is in line with the program of the National Association of Life Underwriters to have such a question incorporated in all application forms. The new paragraph in the Equitable form reads, "Does applicant intend to replace insurance in this or other companies by insurance hereby applied for? If so, state details."

a general session at which each agent pledged himself to live up to its goal of \$3,250,000 business for 1925 and an increase of one-third for each year to follow.

Out of a special honor to President McClellan the "Inner Club" was organized. This club will comprise those agents who attain the highest goal during the coming year. The Provident Club was also organized. This club will include those agents who obtain sufficient business during the year to entitle them to the trip to Chattanooga again next year.

Announce New Policies

A special announcement of interest was to the effect that in the automobile accident department as much had been collected the first six months of the present year as altogether in 1923. The company also announced special features in auto accident policies, including full accumulations immediately on all death losses, the addition of nurses' fees and 50 per cent accumulation on weekly indemnity, this being the only company in the country handling this type of policy. It was also announced that a new \$5,000 auto accident policy paying \$100 per month indemnity in addition to all features of the policy announced above would be issued.

EXPLAINS RETIREMENT

GIVES EQUITABLE EXPERIENCE

Parkinson Tells How the Company Has Practically Closed Out Foreign Business

NEW YORK, Aug. 27.—Second Vice-President Thomas L. Parkinson of the Equitable of New York told the story of the liquidation of the foreign business of that company to the agents assembled in the business conference held there last week. There is still considerable business outstanding in France, Great Britain, Spain and Holland but the rest of the foreign business has been almost entirely liquidated, as only 651 policies for a total of \$656,000 remain in force. In the four countries named there are still 18,500 policies for a total of \$53,730,000 of insurance at par rates of exchange outstanding. A large volume of business in Japan, China, Australia, Northern Africa, Palestine, Turkey, Austria, Belgium and Germany has been practically completely liquidated.

A number of different processes of liquidation have been utilized by the Equitable. In Hungary, Italy, Austria, Belgium, Portugal and Germany the company has bought up the policies at an arbitrary rate of exchange which has been a fair one to the policyholder and no loss to the society. In fact, it has really been done with a profit to both on account of the difference in the rate of exchange. Policies issued in the currency of a foreign country could be very liberally purchased and still at a saving to the society. All of this has been done with entire satisfaction to the policyholders.

The second form of liquidation is by reinsurance. A very interesting reinsurance contract was entered into with the Sun Life of Canada in taking over the South African business. As in all liquidation proceedings every possible precaution was taken to see that the policyholders of the Equitable in foreign countries were properly safeguarded. The Sun Life took all the liability for all of the business in South Africa in turn for which the Equitable turned over the reserve on all of these policies at the market rate of exchange thus netting a profit to the society. An unusual precaution was taken in this reinsurance deal in that a trust agreement was entered into whereby the reserve on this South African business was turned over to a trust company. The Sun Life can only take possession of these funds as fast as the obligation and outstanding liability is taken care of. The reserve remains in the hands of the trust company until each policy matures.

In the very improbable event that the Sun Life should through any circumstance be unable to meet its obligation the reserve funds remaining will be automatically returned to the Equitable which will again assume the liability on such outstanding contracts. The business in Australia and South America was similarly reinsured.

President W. A. Day, in commenting on the liquidation of foreign business, complimented Vice-President Parkinson upon his work and emphasized the fact that every possible precaution had been taken care of to be just and fair to foreign policyholders without expending the funds of American policyholders. He said that when he determined upon the policy of liquidation of foreign business he had done so because of the fact that he was convinced that the business in Japan, China and Australasia and other foreign points could not be properly administered from New York. It was expensive, the mortality was high and he felt that it was not just to the great body of policyholders of the company to continue this business. He said that he chose Major Parkinson because he was an authority on international law as well as insurance law. Everything was done, he said, to carry out the contracts entered into by the company.

Common Sense

PRESIDENT COOLIDGE in his speech of acceptance, stressed the importance of **Common Sense** methods in governmental affairs.

The International Life Insurance Co.

Has for years been applying **Common Sense** methods to life insurance problems, and the Company's progress has demonstrated the value of its methods.

Common Sense Methods

As applied by the management to the problems of the Field Force accounts for the loyalty of the International Life-men to their Company.

Do the Common Sense Thing

And identify yourself with this progressive Life Insurance Company operating in thirty-five states.

Prompt Service on Standard and Sub-standard Business

International Life Insurance Co.

St. Louis, Missouri

J. R. PAISLEY, President

W. F. GRANTGES, Supt. of Agents

W. K. WHITFIELD, Vice Pres.

OPPORTUNITIES

WITH THE INDIANAPOLIS LIFE INSURANCE COMPANY

In Texas For District Managers

COMPANY'S AGENCY PLAN:

Compact territory, worked intensively, under capable district managers, with liberal first-year commissions, and renewal contract direct with home office.

QUALIFICATIONS

Under 45 years of age, good health, good education, ability and experience both in personal sales and developing men,—must be capable of earning not less than \$5,000 per year.

The Company has well equipped offices at Dallas, Fort Worth, Houston and San Antonio. Paid business for Texas for 1924—50% ahead of same period of 1923.

WORKING TOOLS

A Purely Mutual Company—19 years old.
\$46,000,000 Insurance in Force.

Low Initial Premiums, reduced by liberal annual dividends, resulting in Very Low Net Cost.

Satisfied Policyholders, and

A clean and wholesome record all the way through.

DIVIDEND RECORD OF POLICY No. 809

Issued, 1906

\$10,000—20 Payment Life—Age 35

Year	Annual Dividend	Net Premium
1906		\$331.60
1907	\$41.30	290.30
1908	42.70	288.90
1909	44.60	287.00
1910	45.80	285.80
1911	47.10	284.50
1912	48.00	283.60
1913	53.90	277.70
1914	55.80	275.80
1915	57.40	274.20
1916	(Reg. Div.) 59.80	205.50
	(Extra Div.) 66.30	
1917	61.80	269.80
1918	64.30	267.30
1919		331.60
1920	61.10	270.50
1921	70.10	261.50
1922	73.00	258.60
1923	(Reg. Div.) 75.80	240.64
	(Extra Div.) 15.16	

For Particulars Write Home Office

FRANK P. MANLY
President

JOE C. CAPERTON
Agency Manager

TEND TO CHANGE PLAN

ADOPT LEGAL RESERVE BASIS

Many Fraternal Have Practically Changed to Full Underwriting Program of Old Line Companies

A new factor in the operation of fraternal developed since the conversion of the business of certain fraternal to the legal reserve basis, is the annual distribution of refunds to members, or dividends. The fraternal that have transferred their operations to the legal reserve basis are now issuing the dividend schedules and net cost tables similar to those in use by all old line companies. Most of the fraternal in this group are operating on the American Experience 4 percent table. It practically means the adoption of the full underwriting program of the old line companies by these fraternal. Of course, all fraternal have not gone over to the legal reserve basis, but the list of those that have done so is rapidly growing and at the present time there are many such organizations in the process of converting their business. There are special organizations that do nothing but convert the business of fraternal from the old basis to the legal reserve basis. It is a costly business to some of the old policyholders, but, once the proper reserves are established, the fraternal find themselves in a position to distribute surplus funds in the form of annual dividends.

A few examples of some of the present dividend schedules, the first of which were announced last year, are as follows:

Court of Honor Life Association			
ORDINARY LIFE			
End of Year	Age 25—\$16.97	Dividend	Net Cost
3rd		\$1.77	\$15.20
5th		1.92	15.05
10th		2.37	14.60
15th		2.93	14.04
20th		3.63	13.34
End of Year	Age 35—\$22.27	Dividend	Net Cost
3rd		\$2.04	\$20.23
5th		2.30	19.97
10th		3.07	19.20
15th		4.05	18.22
20th		5.32	16.95
End of Year	Age 45—\$31.88	Dividend	Net Cost
3rd		\$2.69	\$29.19
5th		3.19	28.69
10th		4.66	27.22
15th		6.43	25.45
20th		8.48	23.40
20 PAYMENT LIFE			
End of Year	Age 25—\$24.55	Dividend	Net Cost
3rd		\$1.89	\$22.66
5th		2.18	22.37
10th		3.01	21.54
15th		4.04	20.51
20th		5.31	19.20
End of Year	Age 35—\$30.11	Dividend	Net Cost
3rd		\$2.17	\$27.94
5th		2.56	27.55
10th		3.70	26.41
15th		5.11	25.00
20th		6.79	23.40
End of Year	Age 45—\$39.16	Dividend	Net Cost
3rd		\$2.80	\$36.36
5th		3.41	35.75
10th		5.14	34.02
15th		7.11	32.05
20th		8.95	29.95
National Union Assurance Society			
ENDOWMENT AT AGE 75			
12 Monthly Payments			
End of Year	Age 25—\$20.64	Dividend	Net Cost
1st		\$4.23	\$16.41
3rd		4.26	16.38
5th		4.29	16.35
End of Year	Age 35—\$28.20	Dividend	Net Cost
1st		\$4.70	\$23.50
3rd		4.75	23.45
5th		4.80	23.40
End of Year	Age 45—\$42.36	Dividend	Net Cost
1st		\$4.58	\$37.78
3rd		4.58	37.78
5th		4.58	37.78

MUCH FEELING SHOWN

OBJECT TO POACHING SCHEME

Claim Made That Some Life Companies Are Making Raid on Agents of Associates

There is considerable feeling noticed in the central western and Pacific coast fields over the fact that some companies are poaching on the private preserves of others. They are seeking whom they may devour. They are out after agents with an omnivorous maw. They do not seem to have much conscience or observe any ethics. There have been many outcries and much protest. It is charged that some of the companies that are doing this snipe shooting are rather loud in their talks on ethics in revival meetings. There is liable to be an explosion and some of the companies that have been hit by these piratical bands may draw out their heavy artillery in which case there is likely to be considerable slaughter.

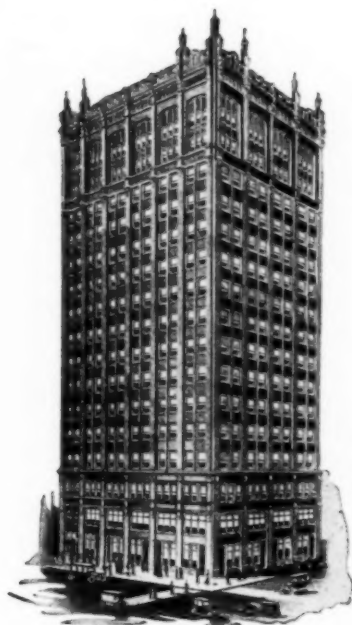
It is charged that these companies simply go out and buy men at a price. They take advantage of the training and development work of other companies in order to pick off experienced men. There has been a great deal of serious talk at some home offices lately regarding the practices of a few companies. The feeling has grown somewhat intense.

General Councils Meeting

The annual meeting of the General Councils' Association of Accident & Health Companies will be held in Chicago, on the evening of Sept. 11, immediately following the mid-summer meeting of the Health & Accident Underwriters Conference. There will be no speakers on the program, except those who make extemporaneous talks. New officers will be elected. The organization is in a prosperous condition and has gained many new members during the year. Myron W. Van Auker, general counsel of the Commercial Travelers Mutual Accident Association of Utica, N. Y., is president. The secretary-treasurer is John A. Millener, general counsel of the Order of United Commercial Travelers of America.

20 PAYMENT ENDOWMENT AT 75

End of Year	Age 25—\$28.32	Dividend	Net Cost
1st		\$4.31	\$24.01
3rd		4.37	23.95
5th		4.43	23.89
End of Year	Age 35—\$35.40	Dividend	Net Cost
1st		\$4.59	\$30.81
3rd		4.67	30.73
5th		4.76	30.64
End of Year	Age 45—\$47.04	Dividend	Net Cost
1st		\$4.14	\$42.90
3rd		4.14	42.90
5th		4.14	42.90
Loyal American Life Association			
End of Year	Age 25—\$24.71	Dividend	Net Cost
2nd		\$2.45	\$22.26
5th		2.91	21.80
10th		3.81	20.90
15th		4.90	19.81
19th		5.94	18.77
End of Year	Age 35—\$32.09	Dividend	Net Cost
2nd		\$3.16	\$28.93
5th		3.78	28.31
10th		4.97	27.12
15th		6.39	25.70
19th		7.71	24.38
End of Year	Age 45—\$43.32	Dividend	Net Cost
2nd		\$4.30	\$39.02
5th		5.12	38.20
10th		6.67	36.65
15th		8.46	34.86
19th		10.10	33.22
End of Year	Age 55—\$61.80	Dividend	Net Cost
2nd		\$6.25	\$55.55
5th		7.34	54.46
10th		9.21	52.49
15th		11.43	50.37
19th		13.23	48.57



PEOPLE'S LIFE BUILDING

A. E. Sullivan
State Supt. Indiana
5866 Lowell Ave.
Indianapolis, Indiana

Back In Harness

Vacation days are about over. The call of the wild has abated somewhat. The lure of the open road is not quite so strong. Most everyone is back at work, ready for greater efforts than ever before. Now is the time to sell insurance. Conditions are much better. Money is easier. Are you going to make production for the remainder of 1924 something to be proud of, something to be talked about? You should. Agents of the Peoples Life are out to set a production record. And they are going to do it. Why? Because they have the inspiration, the policies, and a company which will give them every possible aid in putting this over. With such a line-up they cannot fail.

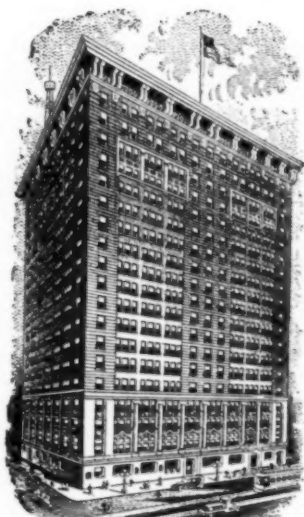
THE
PEOPLES LIFE
INSURANCE COMPANY

Chicago, Illinois

M. J. Higgins
General Agent
Chicago

Henry Lichtig
State Supt. Illinois
Room 304 People's Life Bldg.
Chicago

Story of the INTER-SOUTHERN LIFE EMPIRE BUILDING



INTER-SOUTHERN LIFE BUILDING.
OWNED BY THE COMPANY

There is not a new institution in the world that would have ever BUILT AN EMPIRE if it were not for the best patrons coming in first and sustaining it always. The best prospects require a personal service. A medium-size institution where everybody is in harmony with its patrons appeals to the delicate touch of the most sensitive critic. As he demands and receives this service, he is unconsciously building the empire that serves him and his institutions.

THE BUSIEST AND BEST PROSPECTS have built this company. They may not have known it, but this is the law of compensation. We shall never have a better class or a more loyal support than these wonderful men and women who have made this first selection, and afforded this initial support and patronage.

If any company could reach the billion mark with the same class that we now have, it would be a marvelous company. WE ARE STRIVING FOR QUALITY such as we now have. We desire volume but only on a basis of quality. We have quality now covering risks up to the first.

ONE HUNDRED MILLION

We have all of this first one hundred million in the highest class and type of life insurance ever written, not an industrial policy among them, not a health and accident policy on the list, not a group taken in without an examination. All are old line legal reserve policies on the lives of white men and women in the healthiest, wealthiest sector of the North Temperate Zone. The average risk is \$2,046.00; the average age is thirty; the average premium is \$28.00 per thousand.

COULD IT BE MORE SELECTIVE?

We shall continue along these lines. We shall not attempt to cheapen the quality of our risks. We shall not break out into devious roads, or along dangerous lines. We shall pursue the even tenor of our way, undertaking to give the very best service to a select class.

STATEMENT OF PROGRESS

Jan. 1	Total Admitted Assets	Insurance in Force	Reserve and Surplus to Policyholders
1911	\$ 326,508.78	\$ 3,182,597.00	\$ 271,952.37
1914	1,719,228.64	15,088,585.00	930,680.98
1916	4,506,612.89	36,260,222.00	4,396,139.55
1918	4,664,170.30	37,000,000.00	4,542,698.10
1919	4,820,779.76	37,800,000.00	4,803,670.12
1920	5,494,297.54	45,569,851.00	5,386,694.08
1921	6,143,069.31	57,901,271.00	6,045,958.52
1922	6,873,447.45	59,204,201.00	6,773,280.06
1923	7,371,274.27	62,591,398.00	7,332,928.21
1924	10,464,497.66	88,502,568.00	10,391,747.71
1924 (Aug.)	11,100,000.00	93,500,000.00	10,620,000.00

INTER-SOUTHERN LIFE INSURANCE COMPANY

Eighteenth Year

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

IS A GOOD COMPANY

American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR.
President

SHEARN MOODY,
Vice-President

W. J. SHAW,
Secretary

FINANCIAL STATEMENT JUNE 30, 1924

ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 1,104,974.53	Net Reserve (American Experience Table, 3 & 3 1/2%)	\$15,035,159.00
Mortgage Loans (First Lien on Real Estate).....	6,516,988.73	Reserves for Death Losses in Process of Adjustment or Adjusted and Unpaid.....	131,313.00
Collateral Loans.....	25,000.00	Reserve for Taxes and Depreciation.....	143,694.88
Loans to Policyholders (On this Company's Policies)...	1,816,922.97	Miscellaneous Liabilities.....	215,658.45
Bonds.....	6,876,621.55	Capital Stock ...	\$1,000,000.00
Cash in Banks.....	1,416,770.99	Assigned Fund and Surplus ..	2,007,582.98
Certificates of Deposit (Demand).....	24,844.00	Surplus Security to Policyholders.....	3,007,582.98
Interest Due and Accrued...	375,273.54		
Deferred and Uncollected Premiums (Net).....	376,012.00		
Total Assets.....	\$18,533,408.31	Total Liabilities.....	\$18,533,408.31

GAINS MADE DURING FIRST HALF 1924—

Increase in Insurance in Force.....	\$16,722,438.00
Increase in Admitted Assets.....	1,462,819.82
Increase in Surplus Security to Policyholders.....	138,411.53

INSURANCE IN FORCE JUNE 30, 1924 \$281,759,842.00	TOTAL PAID POLICYHOLDERS SINCE ORGANIZATION— \$15,285,539.37	ADMITTED ASSETS \$18,533,408.31
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Ordinary Life, Industrial Life & Accident Insurance to Meet the Requirements of Every Insurable Person.

HOME OFFICE BUILDING
Operates in Twenty-one States and the Republic of Cuba
Gross Income Averages, \$726,612.00 per Month

Shortening The Selling Process

OUR SYSTEM of obtaining "leads" for our Agents has been cited as one of the most successful in operation.

This service is part of our comprehensive program of Home Office cooperation which is of genuine practical value to our men in the field. Service to policyholders is also the best kind of service to Agents. Our Policyholders Service Department offers, among other things, the health service of the Life Extension Institute free of charge.

For information concerning Agency opportunities, address:

T. LOUIS HANSEN, Vice-President

The Guardian Life Insurance Company OF AMERICA

Established 1860 under the Laws of the State of New York
Home Office: 50 Union Square, New York

Equitable Life & Casualty Insurance Co. of Frankfort, Ky.

Our Accident and Health Policies give the Insured his money's worth. They are Far Ahead of the Average, and Contain Features which make them distinctive.

We need a few good men in Kentucky and California.

Address

CASUALTY DEPARTMENT
360 North Michigan Avenue, Chicago, Illinois

Meeting the Most Exacting Requirements



Reinsurance Life

PAID HONOR TO SHAPRO

LUNCHEON TO EQUITABLE MEN

E. F. Schloss, Agency Manager in Chicago, Is Host to Salesmen from Far West

Ben F. Shapro, magnetic leader of the Oakland, Cal., and San Francisco agencies of the Equitable Life of New York, was the guest of honor at the Hotel La Salle, Chicago, Tuesday noon, at a luncheon given by Edwin F. Schloss, one of the agency managers in Chicago, who was formerly an agent and later assistant manager of the Shapro General Agency. It so happened that Agency Managers P. L. Pease of Denver and Leslie Rice of Portland, Ore., were in the city, all on their way home from the Equitable convention. All



BEN F. SHAPRO

these men were formerly associated with Mr. Shapro at Oakland as assistant managers. In fact, Mr. Pease, was the first agent employed by the Oakland agency. There were a number of agents belonging to the Shapro, Pease and Rice agencies, and also some from the Seattle and Salt Lake City agencies, all of whom were invited to the luncheon. Kellogg Van Winkle, J. J. Valentine, J. J. Steege, Roy Durdan, Clifford Brooks and Lawrence Johnson, all assistant managers with Mr. Shapro, were present at the luncheon. Mr. Schloss came to Chicago two years ago to establish a new agency. He is building a fine body of hard-working men.

People the Same Everywhere

Mr. Shapro in his talk took exception to a statement that had been made that insurance work in Chicago is much more difficult because the human side of the business was lacking, it was more highly commercialized, there was more selfishness, people were more adamant and indifferent, and were out chiefly for themselves. Mr. Shapro contended that human nature is the same the country over and if life insurance has been presented successfully in one place, it has a big appeal everywhere. He said in substance:

Should Have Professional Methods

"People are people all over the country. They have the same heart and the same mind. They have the same fundamental, common possessions of humanity. Professional life underwriting methods successful in Oakland and San Francisco, can be equally successful in Chicago or New York. There should be no difference. Professional methods in selling life insurance should be applied everywhere. Men love their wives and children and feel the same responsibility in one place as another. The

human instincts are present. These professional methods of selling life insurance will prevail in Chicago, however 'hard-boiled' the people may be. Life insurance men are able to diagnose these human needs. They can prescribe relief measures to suit any case.

Should Strive for High Standard

"We should all of us work toward a high standard of professionalism, rather than attempt to attain individual leadership. Those following professional methods in soliciting life insurance will be successful in the long run. Such methods are destined to prevail. Seek a sound, ethical, professional standard and stay by it. The man following an unethical course may cash in temporarily, but in the long run he loses. This applies not alone to the life insurance man, but to any professional or business man. Success comes to an agency from the interest the manager takes in the men under him."

Other Talks Given

Mr. Rice in his talk said that the professional method in presenting insurance, eliminated dividends, net cost and cost of any kind. Life insurance must be sold as a remedy to meet certain needs. He said that life insurance is not a cold-blooded business proposition, and is not wholly commercial. Mr. Pease was called upon and made a few remarks.

At the beginning of the luncheon Mrs. Daisie L. Short of the Oakland agency presented a magnificent bouquet of flowers to Mr. and Mrs. Schloss from the ladies of the western division who were on the journey. Clifford Brooks of San Francisco recited the state poem "California."

Mr. Schloss Speaks

Mr. Schloss in speaking of the achievement of the Equitable in Chicago, stated that last year it wrote upwards of \$45,000,000 in paid-for business. There are 12 agencies of the Equitable in Chicago, eight being located in the Peoples Gas building. In the metropolitan territory which includes Cook county and two adjacent counties, the Equitable has 155,000 policyholders. For the first six months of this year, the total paid-for business was \$27,000,000.

Supervisor Berls Speaks

Harry F. Berls, resident supervisor in Chicago, said that when Frank H. Davis, now agency vice-president, took charge of the Chicago territory in Jan. 1, 1915, the agencies were producing \$6,000,000 a year. In 1919 the production was \$23,000,000. In 1920 it was \$35,000,000. In spite of the fact that 1921 showed the effects of deflation and all companies were forced to take a loss, the Chicago agencies exceeded the production of 1920. In 1922, the figure was \$40,000,000. Mr. Berls said that the Chicago agencies are aiming at \$100,000,000 a year by the end of the next five years. He said that there is no secret to the fact that Vice-President Davis has his eye on a billion dollars in new business a year for the Equitable. This is his goal toward which he is traveling. Outside of the Metropolitan Life and Prudential, which write industrial business, Mr. Berls said the Equitable was the second company in Illinois in point of production last year, it being only exceeded by the New York Life. Its Illinois figures last year were \$51,000,000.

Albert F. Moore

Albert F. Moore, who has been with the Phoenix Mutual Life in Chicago for two years, has resigned to become general agent of the Mutual Trust Life in the Englewood district. Mr. Moore has made an excellent record in his brief experience.

No matter what anyone says, success is never an accident. Analyze closely and you will find a foundation of hard work somewhere.



We Invest Locally—

The income from your territory is invested in your neighborhood.

We carry an account with your local bank.

You make our Company a local institution.

Write us for information and territory.

The Farmers and Bankers Life Insurance Company

H. K. Lindsley Frank B. Jacobshagen
PRESIDENT SECRETARY

J. G. Cutler
FIELD SUPERVISOR

Wichita, Kansas

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets - - \$23,900,000.00

Bankers Life Insurance Co.,
Lincoln, Nebr.

Thompson, Nebr., July 14, 1924.

Gentlemen: Your agent Mr. R. C. Harriss has just handed me your draft in settlement of cash value on my policy No. 16155 which matures today. I want to thank you for the prompt settlement. At age 25 I took this \$1000.00 policy and have paid a premium of \$27.30 each year or a total of \$546.00 during the twenty years.

The cash value of \$712.19 was chosen by me as the option of settlement desired at this time. Some time ago I secured \$2000.00 new insurance in your company and can make good use of the money you had paid me at this time. I could have taken \$300.86 in cash and a paid up participating policy of \$1000.00 or \$1731.00 of paid up insurance.

The fact that I have doubled my insurance with you is the best proof I have that I have been satisfied. I wish you the best of success and trust that I may have the pleasure of maturing my present insurance.

With very best wishes for the continued success of the company, I am

Yours truly,

FRANK CACAK.

**TWENTY PAYMENT LIFE POLICY
DEFERRED DIVIDEND
TWENTY YEAR SETTLEMENT
Matured in the
OLD LINE BANKERS LIFE INSURANCE
COMPANY
of Lincoln, Nebraska**

Name of Insured..... Frank Cacak
Residence..... Thompson, Nebr.
Amount of policy..... \$1000.00
Total premiums paid..... 546.00

SETTLEMENT

Total cash paid Mr. Cacak \$712.19 and
twenty years insurance for nothing.

*If interested consult one of our agents or write
Old Line Bankers Life Insurance Co. of Nebraska, 14th and N Streets, Lincoln, Nebr.*

New Policies

New and appealing line of policies being written.

Rates exceptionally attractive.

Unusual contracts to agents.

Several splendid agencies open in Iowa.

Write for information.

Louis H. Koch, President

**NATIONAL
AMERICAN**
LIFE INSURANCE COMPANY

Burlington, Iowa

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and Examinations Made. Policies
and all Life Insurance Forms Pre-
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1523 Association Bldg. 19 S. La Salle St
Telephone State 4992 CHICAGO

JULIAN C. HARVEY
CONSULTING ACTUARY
Chemical Building ST. LOUIS MO.

INCREASE IN ORDINARY COMPANIES WRITING ON MONTHLY PREMIUM PLAN

ADDITIONAL replies to the inquiry sent all American life companies by THE NATIONAL UNDERWRITER on the question of the monthly payment of premiums, the first installment of which appeared in last week's issue are as follows:

Guaranty Life, Ia.—We are not convinced that the monthly premium plan will be as permanent as annual, semi-annual or quarterly business. We take notes and allow monthly payment. On a monthly deposit plan, there should be an extra expense charge and additional loading. We do not believe that the plan will encourage larger policies, for the prospect who is in the market for larger policies is able to make substantial payment. It may increase the number of insured on smaller policies. We are not opposed to the monthly premium plan, but have not been fully converted as yet.

State Mutual, Mass.—We have not issued monthly premium policies, nor do we plan to do so. Many of our agents are selling insurance on a budget plan, using either all new insurance to be placed or combining new insurance with that already held by the policyholder. Such new insurance has been issued in a number of small policies and that in force has been divided into two or three policies. By the use of the monthly term rate with new insurance or pro rata premiums, or by the use of pro rata premiums on policies divided into smaller units, it is possible to make the distribution of premiums on the policies fall due practically uniformly in amounts throughout the year and give the insured the benefit of the yearly rate. Many of our agents have been successful in increasing the amount of insurance and in obtaining a much larger amount of new business by such a plan.

Postal Life—All Postal policies contain the privilege of paying monthly. They also have the optional privilege under which a man can change any time he wishes without notifying the company and pay annually, semi-annually, quarterly or monthly for any combination of these he may choose. Inasmuch as our policies also provide for a guaranteed dividend of 9½ percent of the annual premium and as many of the policyholders use the same even with a monthly premium, it gives rise to a great deal of correspondence. If the policy would provide for a pure monthly premium, with no frills, so that the addressograph could be used, it would probably be profitable. We find that monthly premium people do not belong to the most thrifty class and are fond of changing their addresses. In fact, although we add 10 percent to the annual premium and divide it by 12, in calculating our monthly rate, this extra charge is not more than enough to pay the additional cost involved.

Western Reserve Life—We do not use the monthly premium plan, but believe that some excellent business can be written with it. We recommend to such persons as desire the plan, that a monthly deposit be made in some local bank and the premium paid quarterly, semi-annually or annually. There should be an extra expense charge where the monthly premium plan is granted.

Security Life, Ill.—We believe that the monthly premium plan will not be a permanent one for the insured. If the insured desires to pay the premium monthly this is allowed with a premium of one-tenth the annual premium. The plan will probably encourage larger policies, but coincidentally encourage greater lapses. A suggestive formula for the extra expense charge is as follows: Extra interest required, 2.75 percent; agents' excess commission on renewals,

2 percent; taxes on excess premiums, .6 percent; excess spent at home office, 2 percent; penalty for lapse hazard, 1.65 percent; the total, varying with the individual company, approximating 10 percent.

Mutual Life, Ill.—The monthly premium plan is desirable with a company which has a big enough volume of business to justify the extra details involved. We have had no requests for the plan as yet.

Southland Life, Tex.—Theoretically the monthly premium plan is a very fine thing, but we doubt if it would be successful if the premium had to be collected by the home office in the manner usually employed. It would probably prove quite satisfactory where the premiums are collected by an agent. We make the change, providing the monthly premium is \$10 or more. In determining the rate, we multiply the annual premium by 9 and divide by 100. Our experience is limited and so far has not been very satisfactory, because of a tendency to take the grace and want to give notes. We doubt if the plan will encourage larger policies. It probably will cause more people to insure, but it must be remembered that as a rule the people who would be attracted by monthly premiums are the kind who do not pay their monthly bills promptly and in full and that is where you run upon a snag when you place your insurance on a monthly basis, giving your policy twelve opportunities to lapse against your maximum of four on the plan now usually employed.

Great Northern Life—This plan opens a new field for life insurance. We do not write the class at present.

Medical Life, Ia.—The idea is fine for the salaried man, or the person whose income is evenly distributed throughout the year. We have not used it direct, but have prepared tables for banks to use in connection with savings accounts, and in this way we get the full annual premium in advance.

Detroit Life—Theoretically the monthly premium plan is quite beautiful. Historically it is not successful. We do not accept monthly premiums. Where issued, an excess charge is not only justified but mandatory if discrimination is to be avoided. Monthly premiums add to the overhead burden, give greater opportunity for lapsation, defer the agents' compensation and hence require more financing by the company. All of this spells waste and hence is a step in the wrong direction. Extra charges give rise to misunderstandings and hence breed dissatisfaction. If quarterly premiums were no good and almost everybody admits that, monthly premiums are certainly poor. Very few people carry anywhere near adequate insurance, but they think they do. Education along those lines is a matter of growth. The danger of "overselling" is by all means to be avoided, if one has the correct, long range viewpoint, but monthly premium insurance magnifies this danger and hence is pregnant with ill foreboding for the life insurance business.

Federal Life, Ill.—This company does not write insurance on this basis.

United Fidelity Life, Tex.—We have not yet made provision in our policies for payment of monthly premiums.

Capital Life—This plan is not allowed in our company. It requires a special department, almost of industrial character.

Peoples Life, Ill.—We prefer to sell prospects on the annual basis, allowing them to accumulate the annual premium

The old line

Cedar Rapids Life Insurance Company of Cedar Rapids, Ia.

Wants General Agents in
Iowa, Minn., Neb., So. Dak.

**A Good Chance for
Reputable Men**

HOME LIFE INSURANCE CO

New York

ETHELBERT IDE LOW, President

The 64th Annual Report shows:

Premiums received during the year 1923	\$ 7,466,856
Payments to Policyholders and their Beneficiaries in Death Claims, Endowments, Dividends, etc.	5,871,544
Increase in Assets	2,401,507
Actual Mortality 56% of the amount expected	
Insurance in Force	247,373,210
Admitted Assets	46,655,222

FOR AGENCY APPLY TO

W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and
Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank
Building
CINCINNATI, OHIO
HOYT W. GALE
General Manager for Northern Ohio
229-233 Leader-News Building
CLEVELAND, OHIO

Capable Policy-Placers

can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the application. Why not make inquiry now?

Union Mutual Life Insurance Co.
PORTLAND, MAINE

Address:
ALBERT E. AWDE, Supt. of Agencies

MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1876.

**FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA**

Walter LeMar Talbot, President
A few agency openings for the right men



Only high-type men and women can obtain contract to represent this company.

Open territory in Ohio and Minnesota. Interesting General Agent's contract direct with Company backed by real co-operation.

CLIFTON MALONEY President
JACKSON MALONEY Vice-President
A. MOSELEY HOPKINS, Manager of Agencies

Home Office Building
111 N. BROAD ST., PHILADELPHIA, PA.

by monthly savings. We do not write monthly policies at the present time. Our experience in the past was expensive, though satisfactory. When issued, there should be an extra expense charge to cover collection fee and handling charges. Our experience did not show that the plan encouraged a larger policy. While it possibly caused more people to insure, this was offset by lapsation.

Modern Life—We have no such plan.

National Guardian Life—A series of policies on annual, semi-annual or quarterly basis serves the same end as the monthly premium plan. Our practice is to issue separate policies and distribute the premium dates. The monthly premium plan will encourage larger policies and will cause more people to insure.

Michigan Mutual Life—The monthly premium plan was discontinued several years ago because of unsatisfactory results.

Provident Life & Accident—It has not been the practice of this company to issue life insurance upon the monthly premium basis, nor in our judgment would it be wise to do so.

Protective Life, Ala.—Our company does not make use of the plan at present, though it is an excellent method of selling insurance.

Cedar Rapids Life—Located as we are in an agricultural section with a majority of our business on farmers who have no regular monthly incomes, we see no advantage in the plan. The failure of the savings bank and insurance plan would, we feel, indicate the monthly premium plan as impracticable. We advise our policyholders that premiums are payable annually, semi-annually or quarterly and seldom have a request for payment to be made otherwise. We have considerable more difficulty in keeping business on the books where premiums are paid quarterly than where paid annually.

Southern State Life—We do not accept less than a quarterly premium.

Shenandoah Life—We have not considered a monthly premium plan sufficiently to be able to give an opinion. We have a few who have asked us to allow them to pay monthly and our plan with them has been to have them sign what we term an extension agreement. We credit the amounts paid on that.

Continental Life, Mo.—The monthly premium plan is not written in our company.

Continental Life, Del.—We have not considered at all the matter of a monthly premium plan and therefore cannot express an opinion.

Volunteer State Life—We do not favor the monthly premium plan. The additional expense will more than offset any profit arising from the increased production. Notes are accepted and monthly payments credited on the notes. We believe that the monthly premium plan encourages larger policies, but only to lapse quickly in most cases. There is possibly a tendency to cause more people to insure, but not among the classes ordinarily accepted for ordinary insurance.

Toledo Travelers Life—The plan is good, the lapses are smaller than under other plans, although the percentage is quite large. Under our plan the assured makes weekly or monthly deposits in the savings department of a bank. Every quarter we make sight drafts on the bank, with receipt attached, and receive our quarterly premium, providing they have made their payments. The banks mail the receipts to the individual. There is no need of an extra expense charge in doing business our way, though there would be under any other

(CONTINUED ON PAGE 24)



Our Platform

The platform we present to the public and to our "Standard Bearers" in the field is one of service. Its planks are:—

Contract direct with the company.
Co-operation in working out field problems.

Policies issued with dispatch.

Standard policies down to age 10.

Women accepted on same basis as men.

Risk acceptance on sub-standard lives and on men engaged in hazardous occupations.

Prompt payment of claims.

Our field men have found that these liberal service principles have made it pay to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$325,000,000 In Force

To a Young LIFE INSURANCE MAN On the Way Up

THE man to whom this advertisement is addressed is not looking for a job. He probably has one. But he is looking for an opportunity.

He has his feet on the ground and knows the value of time well applied. He realizes the future to be carved out for himself through the medium of the right company tie, coupled with the proper sort of help in getting started. Above all, he has a clean record and knows the meaning of team work. He is 25 to 35 years of age and married (though this last is not imperative). He has had a successful experience in personal production. If he has assisted in finding and training men new to the business, so much the better.

If this man is you, write to the address below. If we can not point the way to increasing your personal income, we will not encourage you further. Our organization is given a fine reputation by those who really know and our past record speaks for itself.

Make your first letter tell the whole story. General Agency opportunities are now open in Ohio, Pennsylvania, Michigan, Indiana, Illinois, West Virginia and Kentucky.

Address in confidence:

H. M. MOORE, Vice-President

THE CLEVELAND LIFE INSURANCE COMPANY

WM. H. HUNT, President

Home Offices Cleveland, Ohio

A Policy You Can Sell

A \$5,000 Policy In *THE UNITED LIFE*
and *ACCIDENT INSURANCE COMPANY*

PAYS

\$5,000, the face of the policy in case of death from any cause.

\$10,000, or **DOUBLE** the face of the policy, in case of death from any **ACCIDENT**.

\$15,000, or **THREE TIMES** the face of the policy in case of death

from certain **SPECIFIED ACCIDENTS**.

\$50 PER WEEK, direct to the insured, in case of total disability as a result of accidental injury, for a period not to exceed 52 weeks; and after that **\$25 PER WEEK** throughout the period of disability.

A Sound, Conservative
New England Institution

United Life and Accident Insurance Company

Home Office, United Life Bldg.
Concord, N. H.

NEGRO MORTALITY HAS BEEN MUCH IMPROVED

Are Only One Generation Behind
Whites in Rate
Reduction

BETTER CITY CONDITIONS

Study of Two Million Negro Industrial
Policyholders of Metropolitan
Life Encouraging

In an address before the National Conference of Social Work, Louis I. Dublin, statistician of the Metropolitan Life, discussed recent changes in negro mortality, bringing out the fact that the negroes are only a generation behind the achievement of the white people of the country in improvement in mortality, in spite of the fact that they have had control of their destiny for only a little more than half a century, and have been served by health conserving agencies for an even shorter period. In 1920 the average expectation at birth among insured negro lives was well over 41 years, and is now over 46 years. These figures are taken from the records of 2,000,000 negro policyholders in the industrial department of the Metropolitan Life.

Live in Cities

Most of the lives under consideration are in towns and cities, where health conditions among negroes have heretofore been found very unsatisfactory. In 1921 the mortality in the rural parts of the country was only 30 percent higher for the colored than for the white, but 67 percent higher in the cities. These reductions in mortality are especially interesting as they apply to negroes living under most unfavorable conditions. It would appear that they have not yet become acclimated to conditions in the city. Tuberculosis was either unknown or only slightly developed in their former habitat, but there is no reason why they should not ultimately have as low a tuberculosis death rate as any group of the American population under similar economic conditions.

Improve Child Mortality

Much progress has been made in conserving the lives of negro children. In 1911 the rate for negro children under 15 years among those insured in the Metropolitan was 10.1 per 1,000, which was reduced to 5.5 in 1923, an improvement of 45 percent. Tuberculosis has been reduced by about one-half among these children and measles, scarlet fever, whooping cough and diphtheria together show a decline of 33 percent in this interval. The death rates from measles, scarlet fever and diphtheria are lower

among negro children than among white.

Better Sanitary Conditions

Improvements in sanitary conditions which surround colored people are indicated by the decline in mortality from typhoid fever and pneumonia, both of which reflect the sanitary character of the environment. In 1923 the rate from typhoid fever was only 10.4 per 100,000, which represents a decline of 77.5 since 1911. The death rate for typhoid fever is identical with that for whites as late as 1917. In 1923 the death rate from all forms of pneumonia was 137.8 per 100,000, as against a rate of 160.8 in 1911, or a decline of 14.3 percent. It must be borne in mind, however, that the last few years have been pneumonia years, resulting from the extensive influenza epidemics which have raged in the late winters and early springs.

Other items are not quite so encouraging. The high mortality rate from cerebral hemorrhage and organic diseases of the heart show substantial increases in their rate since 1911, as do cancer and diabetes, while chronic nephritis shows no improvement.

Is Discouraging Aspect

It is entirely possible that the high rate of these degenerative diseases reflects the very great prevalence of syphilitic infection among the colored people, which is the outstanding fact in the negative side of the picture. In 1923 the death rate from syphilis, locomotor ataxia and general paralysis of the insane, the last two of which are of syphilitic origin, was 38.7 per 100,000, almost double that of 1911, 20.4. The rate for colored persons is four times that of whites. In New York City the increase from this cause between 1910 and 1923 was practically 50 percent. The campaign against the venereal diseases apparently has not begun to be felt in negro communities. The hope of the future of the negro lies in his ability to bring the scourge of syphilis under control.

Homicide Rate High

The homicide rate among the colored is eight times as high as among the whites and among males at certain ages it is fully ten times as high. In some cities, including Memphis, Tenn., homicide is second only to tuberculosis as a cause of death among colored men.

Mortality of the colored people has undergone significant increases in the last two years, 1922 and 1923. In 1923 the rate was actually 7.9 percent higher than in 1921, but this increase is thought to be only temporary. Migration to large cities is not responsible for all this increase, as the rate even in the southern states showed pronounced increases. Twenty percent of the total number of colored policyholders of the Metropolitan Life still live in the southern and southwestern states, where the mortality of 1923 was 12.1 percent over that of 1921. It is thought this increase is possibly due to the fact that the influenza mortality rate among the colored more than doubled between 1921 and 1923, and the pneumonia rate increased about a third.

LIFE COMPANIES' SEMI-ANNUAL STATEMENTS

(As Reported to the Governor of Georgia)

	Assets	Surplus	Income	Disb'ments
Aetna Life	\$ 234,003,009	\$28,308,539	\$ 40,986,482	\$ 33,670,064
Connecticut Mutual	114,798,657	11,378,001	7,268,082
Franklin Life	17,236,371	886,111	2,991,503	1,863,323
Home Life	49,926,686	1,963,503	5,449,304	4,283,257
Illinois Life	25,083,478	2,379,542	2,793,422	1,725,652
Life Ins. Co. of Va.	39,243,303	4,815,978	5,885,179	3,587,631
Metropolitan Life	1,518,787,273	94,059,170	224,086,502	136,143,763
Michigan Mutual	18,408,133	1,252,886	1,948,570	1,556,214
New England Mutual	147,531,029	13,986,350	17,579,984	10,656,454
North Carolina Mutual	2,117,900	85,636	1,003,109	878,197
Northwestern Mutual	610,174,122	65,434,150	63,635,842	43,979,111
Pacific Mutual	86,857,162	4,292,626	12,346,646	8,054,106
Provident Mutual	*149,302,443	8,619,374	17,356,468	10,980,328
Southern (Tenn.)	1,698,612	288,472	1,153,083	867,153
Southern States	5,639,780	320,496	923,398	684,659
U. S. Nat. Life & Casualty	765,223	228,218	2,038,631	1,876,235
*National Life & Accident	11,619,948	2,202,700	7,246,280	6,456,003

*Estimated. †Includes Accident and Health Department.

GREAT MEETING HELD**AMERICAN NATIONAL RALLY**

Over 400 Field Men Gathered at Galveston for Annual Convention at Home Office

The annual convention of the American National was held in Galveston, Texas, with approximately 400 representatives in attendance. On the first day there was no business meeting, just an informal get-together program. The business sessions began the second morning, presided over by W. J. Shaw, secretary of the company. Mr. Shaw referred to the history of the company, pointing out the steady progress and the substantial gains made each year. He announced that the company is now close to the \$250,000,000 mark, which goal the meeting unanimously fixed as the objective for the current year. The address of welcome was made by C. W. Nugent of Galveston, general counsel of the company. Mr. Nugent's talk placed particular emphasis upon the growing opportunities and the necessity of studying the business and being prepared to take advantage of these opportunities to render a real service to the public. The response to the address of welcome in behalf of the field force was made by W. H. Long of Houston, who kept the audience in an uproar of laughter while at the same time driving home and making impressive illustrations of the duties of the life insurance man.

Following this address officials of the company were introduced, each of them giving brief talks on matters referring to their respective departments, after which P. J. Harvey, the leading agent for the ordinary department, was called upon for a few remarks. Earl C. Pollard, agency instructor, then made an eloquent appeal to the men for their sustained effort and praising the management for the cooperation always shown to the field force. At the evening session, the industrial representatives assembled at the Hotel Galvez to formulate plans for the remainder of 1924. At this meeting 37 prizes were distributed to leaders during the past fiscal year. The Anico Club at the same time held its annual meeting at the home office building. In the evening a banquet was held at Hotel Galvez. On the final morning an informal get-together meeting and reception was held at the home office building and at 10:30 o'clock the crowd boarded ships for a sight-seeing trip through the harbor and out into the gulf. The evening was given over to informal beach and picnic parties.

Advertising Conference Officers

NEW YORK, Aug. 27.—Officers and executive committee members of the Insurance Advertising Conference have been elected, as a result of a mail ballot, as follows: President, E. A. Collins, National Surety; Vice-President, Roosevelt L. Clark, Henry Evans Companies; Secretary-Treasurer, S. F. Withe, Aetna Life and affiliated companies. Junior commissioner to Associated Advertising Clubs of the World, L. A. Soper Phoenix Mutual Life; Executive Committee—C. A. Palmer, chairman, Insurance Company of North America; E. L. Sullivan, Home of New York; Luther B. Little, Metropolitan Life, I. G. Mays, Royal Indemnity and A. E. Reddall, Equitable Life of New York.

To Hold Mammoth Convention

Beginning Sept. 15, the Travelers will hold what is believed to be the largest insurance convention ever held on the continent, at Quebec. So many agents have qualified that it has been necessary to arrange for two sessions, the second week being a repetition of the first. Representatives from all parts of the United States and Canada will be present.

SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, President

THE ROOKERY, CHICAGO

INSURANCE IN FORCE.....	\$47,024,989.00
ADMITTED ASSETS	5,668,015.25
SURPLUS PROTECTION TO POLICYHOLDERS.....	430,178.10
PAID TO POLICYHOLDERS SINCE ORGANIZATION.....	4,403,769.15

Good Openings in Sixteen States for Personal Producers, General Agents and Managers

Address:

S. W. Goss, Vice-President.

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS

Established 1899

HERBERT M. WOOLLEN
PRESIDENT



HARRISON B. SMITH, President

George Washington Life Insurance Company
CHARLESTON, WEST VIRGINIA

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia and Michigan

Address

ERNEST C. MILAIR, Vice-President and Secretary

Wanted—Managers

Very Attractive Contracts to the Right Men

A Rare Opportunity

We are installing agents in excellent territory and as we find the right men we assist them in building up permanent, profitable business.

OPENINGS IN:
Indianapolis, Ind.
Terre Haute, Ind.
Ft. Wayne, Ind.
Evansville, Ind.
Peoria, Ill.
Rockford, Ill.
Moline, Ill.
Davenport, Iowa.

If you are looking for a good chance to win it will pay you to write or wire us in confidence.

The Bankers Reserve Life Co.

Operating in 39 States

R. L. ROBISON, President

W. G. PRESTON, Vice Pres.

R. C. WAGNER, Sec'y-Treas.

OMAHA, NEBRASKA



Ninth in the U. S. A.
In 14 years this Company developed an accident and health business that placed it in 9th place among all the companies of the United States in amount of disability claims paid. And it is now making equal progress in the development of the Life Insurance Department.

BUSINESS MEN'S ASSURANCE COMPANY
W. T. GRANT, President KANSAS CITY, MISSOURI

AMERICAN LIFE REINSURANCE CO.

OFFICES

DALLAS, Home Office Building
CHICAGO, 29 S. La Salle St.

Prompt Service From Both Offices
Maximum Security to Treaty Holders

A. C. BIGGER President	FRED D. STRUDELL Vice-President	MORTON BIGGER Secretary
C. W. SIMPSON Medical Director	BERT H. ZAHNER Chicago Manager	

REVIEWS MORTALITY RECORD OF LAST YEAR, POINTING TO DANGER SIGNS

A review of the mortality record of 1923 was given by Dr. Charles D. Wheeler of the State Mutual Life of Massachusetts, speaking before the recent agency convention of the company. While Dr. Wheeler's figures were from his individual company's experience they are indicative of the general experience and on certain subjects he runs general statistics. The study is of interest and so presented as to suggest a working program for improvement. He said in part:

Gives Main Groups

"There looms large at the present time the question of cancer, suicides, diabetes, automobile accidents, and general accidents in their relation to life insurance. Passing over very quickly the main groups of cause of death in our list, it will be seen that pneumonia claims the largest individual number, 84 with an average duration of policies in years of 13.3. The second largest group is that of diseases of the heart, with 75, the average in years being 19.3. The third group is divided between kidney lesions and apoplexy, with 68 lives each and with an average duration respectively of 19.6 and 23.2 years. This is an excellent showing in these different groups, with the exception of pneumonia, which shows the shortage average duration of 13.3 years. The combined group of so-called circulatory diseases, which includes heart disease and all forms of degenerative disease, as arteriosclerosis, angina pectoris and apoplexy, number 211 lives, nearly a third of our causes of death, with a combined average duration of policies in years of 23.6. The average term for all lives was 15 years and eight months, which has been slowly but steadily increasing in the last few years. The death rate for the year was 37.8, which we consider a satisfactory showing.

Peculiar Tuberculosis Experience

"The number of deaths from tuberculosis was small, 38. However, the average duration was bad—9.8 years. It is an interesting fact that most of our cases of death from tuberculosis occur in applicants whose family history, as regards tuberculosis, is entirely clear, and those that we accept, after a careful scrutiny, with one or more cases of tuberculosis in their history rarely appear in the death claims as tuberculosis, but die from extraneous causes, often with a good policy duration in years.

"Medical selection of risks is not supposed to hold over more than from five to seven years; so you can understand that anyone who dies under five years, unless from certain acute diseases or accidents, is considered a particularly unprofitable risk, and that is where the attention of medical departments of insurance companies must be especially directed to weed out these doubtful or border line cases.

"Death claims which occurred during the first five years of the issuance of policies amounted to \$957,480.21, the number of lives insured being 170. This large amount, which is a little less than one-fourth our total death claims for the year, (the total being \$3,730,556.26) of course includes a very large number of our poorest classes,—tuberculosis, automobile accidents, miscellaneous accidents, suicides and pneumonia.

Automobile Hazard Increased

"In the matter of automobile accidents, we were comparatively fortunate for the year 1923 as we had only twelve deaths from this cause, with a total cost of \$51,451.72 and with an average duration of policy life of 11.6 years. For the year 1922 the latest statistics available, the census bureau, show that there were 11,665 deaths resulting from automobile accidents, which represents a death rate of 12.5 per 100,000 population, as against 11.5 in 1921; 10.4 in 1920; 9.4 in 1919; 9.3 in 1918 and 9 in 1917, and

for the first ten months of 1923 there were 920 more deaths than in the same period of 1922 and bringing the death rate for that period of 1923 to 14.4 per 100,000 population.

"This is a real menace and shows a considerable increase in five years, and as automobiles nowadays are within the reach of most of our population, the number of fatalities will probably increase from year to year. To be sure the lives that are being lost year after year through automobile accidents are largely those of children, and it is estimated that fully one-half of all the deaths occurring from this cause are among those under 15 years of age.

"As to general accidental deaths from all causes other than automobile accidents, our total for the year was 21 deaths, with the average duration of policies in years of 10.9 and with a disbursement of \$217,080.40.

Suicide a Real Menace

"The third group which I wish to call your attention to is that of suicide, of which there were 27 cases, with a loss of \$166,645.83 and an average duration in years of 10.2, another group much under our average. The number of deaths in the United States for 1923 shows a total of 12,948 deaths but is probably not complete. This is a truly undesirable showing and demands hard and consistent work to combat this growing evil. As yet, only a few attempts have been made to prevent suicides, and it appears as one of the great problems in the conservation of human life.

"H. M. Warren, president of the Save a Life League of New York says, 'As long as people, young and old, continue at this high pace of living, we may not be surprised at even a greater harvest of suicides.' Two out of every three of the victims were boys and men. Many of the adults, who took their own lives, were socially prominent, educated and wealthy. Among the suicides listed by the league were 62 physicians, 48 lawyers, some of them judges, 14 ministers and other church leaders, 32 college students, 64 bankers, 72 brokers, 43 actors, 26 editors and writers, 50 women, prominent socially, and 100 presidents and owners of large business concerns. Sickness, poverty, loneliness and remorse are given as the most frequent causes. One authority holds that 20 percent of the suicides are due to business troubles, and it is estimated that one-third of the victims are insane. Another third is attributed to unhappiness in the relation of the sexes, and there is also an undue proportion under the age of 18.

Cancer on Increase

"In the cancer group there were 62 cases, with a total cost of \$281,400.31 and with an average duration of policies in years of 15.5, which is a fair average but is made possible by the fact that a certain large number in this group developed the disease at an advanced age, with a long policy duration which averages up the small number with a comparatively short number of policy years.

"Cancer has been increasing as a cause of death at the rate of 2 percent a year, and has undoubtedly passed the 100,000 mark in this country alone, to say nothing of foreign countries. As far as considering the insurability of a case of supposed cancer, it has been suggested that if there had been no return in five years after treatment, which means the knife usually and no glands involved, the case could be taken. However, this would not be received with much favor by most insurance companies, nor would a 10-year period be much better.

Education Main Improvement

"Cancer is essentially a disease of middle life and upwards, which accounts for our average duration in years in our large group being at about the average

for all deaths. While there are some cases in the group of comparatively short duration, there are many others whose term of years will reach 25 years and over, which aids in averaging the whole group. Cancer has been studied unceasingly for years in laboratories in the hope that the germ might be isolated and the cause become known, and undoubtedly the day is not far distant when this will be accomplished. Only a few days ago this discovery was announced in the newspapers, but this has been announced numerous times before and it is best to go slowly in accepting this new discovery as absolutely the correct one. Dr. Joseph Bloodgood has stated that the treatment of cancer has not materially changed the mortality results in the last 30 years, but the improvement has come in the education of the people to look for the early signs, such as an ulcerated area which shows delayed healing qualities, a lump or irregular bleeding, and seek medical advice at a much earlier period than formerly.

Find X-Ray Big Aid

"While the knife is no sure cure for cancer, the chances are much more favorable when an early diagnosis has been made and the glands surrounding the part affected have not become involved. With the involvement of glands the chances of a cure are reduced to 10 percent, while if relief is obtained before this has occurred, we can put the chances of cure at around 50 percent.

"Within the past few years the development of X-ray and radium has progressed so that both are useful adjuncts in the treatment of cancer and it is reasonable to suppose that in the perfection of their use a still greater amount of help is to be realized. The American Society for the Control of Cancer has done a wonderful work in educating the non-medical public by issuing a large amount of literature on the subject, and also by establishing, in November of the last two years, what is called "Cancer Week," whereby in different cities lectures on the subject of the early recognition of cancer have been of untold benefit.

Hopeful on Diabetes

"Finally, I wish to touch briefly on the subject of diabetes, which has no doubt been brought to your attention more forcibly in the last three years on account of the wonderful discovery of insulin by Drs. Banting and McLeod of Toronto and their assistants. Our record in number of deaths for the year was small, being only 12 lives, with a total of \$74,633.84 and an average duration of lives of 13 years, five months, somewhat under our general average.

"We can look forward confidently to the conclusion that our diabetics may increase the duration of their policy years by the aid of this new treatment, but I wish to warn you this is not a cure all for diabetics and should only be resorted to in cases of the severe type; in fact 75 percent of the cases can be controlled and treated by diet. The great reliance is still to be placed in diet by the abstention from carbohydrates and sweets and too large amount of fats and the education of the public as to moderation in diet. In 1893 about 10 percent of diabetic patients first learned of their impairment through life insurance examinations and in 1923 this percentage has doubled.

"One of the besetting sins of the American public is over-eating and it is just as intemperate to over-eat as to indulge in any other excesses.

Liberty Life's Convention

The Liberty Life of Chicago will hold its third annual home-coming convention of the officers and sales force at its home office, Sept. 3 to 5. A very full program of instruction and inspiration has been arranged. The Liberty Life, which is a negro company, has outgrown its present quarters in its home office building at the corner of 45th street and Grand boulevard, and will move into the new addition to the building about the middle of September.

HAVE STRONG PROGRAM

TO HAVE AGENCY CONVENTION

Security Life of Chicago Announces the Program for Its Annual Gathering Next Month

The Security Life of Chicago will hold its \$100,000 Club convention at the Sherman hotel in Chicago, Sept. 3-4. The program is as follows:

Wednesday, Sept. 3

9:30 a. m.—Call to order by retiring club president.

Greeting—Vice-President S. W. Goss.

Announcement—Club Officers, Presentation President's Cup.

Announcement of new Club Members and presentation of Gold Medal—Club Emblem—President O. W. Johnson.

Discussions

1. Prospecting.

(1) Methods That Guarantee a Constant Life Prospect List.

(2) Analyzing Territory for Best Classes of Prospects.

2. Things I Would Like to Know.

3. Sales Course for General Agency.

Luncheon

Luncheon Talks.

J. C. Seltz, secretary.

Charles Irwin, medical director.

Thursday, Sept. 4

1. Planning the Work—By Agency and Individual Agent—Year—Month—Week—Day.

2. Building an Agency.

(1) Country Agency.

(2) City Agency.

3. How I Sell Security Policies.

(1) Endowment at 65.

(2) Twenty Pay Guaranteed Cash.

(3) 20 Pay Endowment at 85.

(4) Ordinary Endowment at 85.

(5) Mortgage Reduction Policy.

Entertainment will be planned for the afternoon of each day. Dinner each evening followed by theatre party.

International Life Has Sales Resistance Day

THE International Life has started a new sort of a day for its men to celebrate. For instance, last Tuesday was designated as "Sales Resistance Day." The company stated that it had no other object in view than to encourage every salesman to demonstrate to himself that he could do the things he set out to do. Superintendent of Agents Grantges has this comment to make about it to the agents:

"You were requested to promise that you would devote the entire day to the selling of life insurance—that you would have ten interviews with prospects who, in your opinion, should have additional protection—that you would work till midnight, if necessary, to interview the required number of people. It is characteristic of practically every insurance salesman to knock off for the day, if he should sell a fairly good sized policy. The same salesman is just as likely to become discouraged in the event he meets with stubborn resistance, and is unable to get anywhere during his first three or four interviews. With this thought in mind, we developed the idea of a 'Sales Resistance Day'—where every lifeman would be 'on his own,' so to speak—demonstrating to himself and the company that he can keep a promise and, regardless of the outcome of his efforts early in the day,—to keep on keeping on, and interview at least ten likely prospects for additional insurance."

Lamont Davis

The Pacific Mutual Life has appointed Lamont Davis as manager of the Chattanooga, Tenn., district. Mr. Davis goes from Tullahoma, Tenn., where he has been associated in the insurance business for a number of years. Frank C. and Roy G. Allison remain general agents with offices in Nashville.

Provident Mutual Life Insurance Company of Philadelphia

PENNSYLVANIA
FOUNDED 1865

Over forty per cent of the new business of the Provident Mutual is upon the lives of old policyholders who not only evidence their satisfaction by insuring their own lives, but by recommending the Company to their friends.

Especially valuable to the agents of the Provident Mutual is the active good will of those whose Old Age Endowments have matured.

Attractive Agency Openings in Thirty-Five States

To Agents who are Master Masons we offer:

Liberal First Year Commissions—
Continuous Renewals—Real Home Office Cooperation.

We issue all Standard Forms of Old Line Legal Reserve policies to Master Masons only—at Net Cost

Insurance in Force over \$160,000,000—
Assets over \$10,000,000.

ACACIA MUTUAL LIFE ASSOCIATION

HOMER BUILDING

WILLIAM MONTGOMERY, President

WASHINGTON, D. C.



"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT and MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS

Openings Ohio, Ind., Ky., Mich., W. Va., Tex. and Okla. Write Columbus



Pictures Tell the Story

Cartoons will give your house organ that all necessary sparkle. Use them to put over your message or your special sales contest. Send for proof sheets.

BUSINESS CARTOON SERVICE

35 South Dearborn Street, CHICAGO

Get enough accident and health insurance? Want to sell more? A tip—read The Casualty Review, an illustrated monthly magazine for accident and insurance salesmen. Full of pep! Full of ideas! Send ten cents for sample copy or \$3.00 for a year's subscription to The Casualty Review, 1929 Insurance Exchange, Chicago.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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FRANK A. POST, Associate Editor
R. C. BUDLONG, Associate Editor
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Determination a Prime Factor

PRESIDENT N. P. HULL of the GRANGE LIFE of Lansing, Mich., in speaking before the agents of his company at their convention, decried the fact that there are so many life insurance men not having any goal and not reaching any place. As President HULL put it, "there are a lot of mediocre life insurance men, that are selling mediocre business."

President HULL said that the one characteristic that life insurance men need more than anything else is determination. If a man enthusiastically and zealously decides he will get somewhere or do something, it will take many bar-

riers to thwart his designs. If agents set even a modest goal, and go at it, they will win. There are two other characteristics that follow "determination," in President HULL's opinion. He referred to "pep" and "punch." Take these three qualities in a personality and if they are functioning normally, life insurance production of large dimensions will be the result. There are too many men asleep on the job, in President HULL's opinion. There are too many that are half-hearted. They are not doing 25 percent of what they could. They are not out to win.

Importance of Alumni Association

Not much publicity has been given to the ALUMNI ASSOCIATION OF APPROVED LIFE INSURANCE SCHOOLS. Yet this organization may eventually become a very powerful element of the NATIONAL LIFE UNDERWRITERS ASSOCIATION. The interesting thing about this is that each member of the Alumni Association is also a member of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS. There are now 600 members of this association, which is growing rapidly.

Of course 600 members is only a small number in comparison to the total membership of the National association. But the comparison of the total membership of the association with the number of alumni does not indicate the importance of the latter group. The fact that practically all of the alumni become active members of the association is the significant thing. They attend the monthly meetings of the local chapters and many of them will continue to attend the meetings of the National association.

In the development of professionalism in life insurance this body is bound to play an important part. Its percentage of active membership in the National association will naturally continue to be an influence for life insurance education through approved courses of instruction.

It is not altogether impossible that some day admission to membership in

local associations might have as a prerequisite a certificate from some accredited life insurance school. Such a development is a good many years hence, but it is not at all impossible and seems very probable in large cities like New York. Several classes are graduated from the NEW YORK UNIVERSITY school every year and if its graduates will continue to take an active interest in the affairs of the association, it will not be long before they will be able to dominate it.

Most of the graduates of these classes are enthusiastic boosters for the course, and records show that in spite of the time spent in study, the students average a greater production during the period of the course than at any previous similar period and make enviable records for even the veterans.

The alumni association is well organized, with national officers and regional vice-presidents, and has started the publication of a monthly paper, containing news of the affairs of the association. The officers are: President, GEORGE H. DOGGETT, Boston; vice-presidents, J. D. BOOKSTAVEN, New York; EARL SAPP, Baltimore; DONALD LOWMILLER, St. Louis; RUSSELL L. LAW, Oklahoma City; JOHN H. RUSSELL, Los Angeles; secretary-treasurer, CHARLES I. BOYNTON, Boston; ARTHUR KENISON, chairman executive committee, Boston.

Life Insurance Is Service Fund

WHERE any prejudice exists in the mind of a prospect and the word "life insurance" seems to conjure up in his mind the gruesome thought of death, it is better to get away from the word "insurance" entirely and talk property or savings protection. Life insurance

after all is but a means of creating an estate. The transfer of ownership is made at death the same as other investments. Life insurance after all is but a service fund that can be drawn upon at any time. It can be made to fit all contingencies.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Nathan H. Weed, editor and manager of "Insurance Salesman" of Indianapolis and former editor of "Life Insurance Independent" until it was consolidated with the "Salesman," wishes it understood that the report of his resignation appearing in the "Eastern Underwriter" is, as Mark Twain said of a report of his death, a slight exaggeration. He has not resigned and has no intention of resigning. Mr. Weed is out on the firing line in full panoply.

Charles Hommeyer, superintendent of agencies at the head office of the Union Central Life, has returned from a Pacific Coast trip. He attended the convention of the National Life Underwriters Association at Los Angeles, and made a talk. On his way out he had some exciting experiences. The rear Pullman in which he was riding was derailed. Again as the train was approaching Denver, Mr. Hommeyer was in the front Pullman and the train ran into an open switch. The Pullman in which he was riding was again derailed. Mr. Hommeyer and Charles B. Knight of New York City, Union Central Life general agent there, were sharing a compartment. Both fortunately escaped without injury.

Richard Barthelmess, general agent for the Central States Life of St. Louis at San Diego, Cal., has the distinction of being the treasurer of the San Diego Rowing Club, the largest exclusive boating club in the world. Barthelmess has also been captain in this club, which has a membership of 755.

The latest demonstration of Gaylord Davidson's widely known ability as a publicity man is the success with which a recent pamphlet issued by him entitled "Landed" is being received by insurance officials and field men generally. Mr. Davidson issued this little story originally for the use of his own field forces and copies fell into the hands of officials and agents of other companies, and the demand grew. It is a four-page folder, illustrated on the cover showing Mr. Davidson in outing garb holding up a 40-pound "tiger" muskie, which he caught in Man Trap lake region in Northern Minnesota. This "big fellow" Mr. Davidson describes underneath the picture as "Check with Application."

The second page is devoted to a short poem by the author, dedicated to "My Best Catch" and referring to June 5 as a wedding anniversary. The third page has an inspiration talk by Mr. Davidson on "Salesmanship" in which he told the story of his eleventh-hour catch and his battle with the big northern muskie. He states that after whipping a 50-mile shore line all of one afternoon, he made "one more cast" and the fish struck.

The fourth page is given over to Eddie Guest's famous poem, "Bill," which is regarded as one of the finest salesmanship stories ever told.

Everybody who knows Jerome Clark, assistant superintendent of agencies for the Union Central, knows what his smile can be. To put it mildly, it tells a long story. It is now working at its best. The reason? Mr. Clark is passing out the cigars in honor of a brand new baby daughter.

John M. Holcombe, Jr., manager of the Life Insurance Sales Research Bureau of Hartford, will speak before the convention of the Dominion Life at the Royal Muskoka in northern Ontario this week. He has also accepted an invitation to address the agents of the Canada Life at Spring Lake, N. J., Sept. 4 on "Sales Management." He will address the agents' convention of the Volunteer State Life at Chattanooga, Tenn., Sept. 15, and the following day the Life Underwriters' Association of Greensboro, N. C.

Insurance Commissioner John J. McMahan of South Carolina figured in the press last week in a rather spectacular way. He is a candidate for United States senator, opposing Nathan B. Dial, the present senator. Both men were speaking at Gaffney, S. C., when Senator Dial charged that Commissioner McMahan had referred to him as a "dirty liar." Senator Dial is said to have advanced on Commissioner McMahan, armed with a chair. Senator Dial asked Mr. McMahan to withdraw his objectionable statement, which had been issued after the senator had refused to withdraw an intimation that Mr. McMahan was not in the race to win, but was acting as a stalking horse for another aspirant. Events then followed rapidly. The meeting broke up in turmoil. Charges of disorderly conduct were lodged against both candidates and they were arrested. Following the custom of long standing in the state, the candidates for nomination have been touring the state together and holding meetings at which all speak.

Eppa Rixey, noted pitcher with the Cincinnati National League baseball team, who in July made a record of pitching 33 consecutive innings before a run was scored against him, is also a representative of the Massachusetts Mutual in Cincinnati. In addition to his baseball activities he has found time to write and deliver \$100,000 of life insurance so far this year.

Alphonzo W. Rollins, manager of the New York Life at Springfield, Ill., died suddenly Friday morning after being stricken in a downtown cafeteria. Heart disease caused his death. He was about 53 years old and had resided at Springfield 28 years and was prominently known in insurance field in the state.

President H. W. Johnson of the Central Life of Chicago will give a luncheon in behalf of the company at the home office building, North Michigan boulevard and Superior street, Sept. 2. Judge Johnson has invited the officers and directors of the Central Life, some of its friends and also the officials of all the Illinois legal reserve companies. The luncheon will be an informal affair. The annual agency convention of the company takes place Thursday and Friday of the same week.

General Agent W. J. Behrens of the Missouri State Life at Abilene, Tex., who was injured in an automobile accident six weeks ago, is now able to resume business. Mr. Behrens was badly injured, as was Mrs. Behrens. General Agent Edwin H. Fulton of the St. Louis branch of the company has also returned to work after an absence of ten weeks. Mr. Fulton was stricken with a severe attack of sciatic rheumatism.

Samuel W. Maynard, former agency manager of the Bankers Life of Iowa at Lincoln, Nebr., died suddenly while attending the company's agency school of instruction in Montreal. Mr. Maynard had been connected with the company for many years, and stood high in the esteem of the officials. He maintained the highest percentage of business written with less lapse ratio than any other agency manager connected with the company.

Life Notes

The Mutual Trust Life of Chicago has been admitted to Ohio.

The "Fraternal Age" is a new fraternal paper started in Rochester, N. Y. The August issue is the first one. Walter Basye is the editor.

Dr. W. H. Higgins, assistant medical director of the Atlantic Life, was called to Kentucky last week by the death of his mother, who passed away at Stanford in that state.

John Shambau, general agent of the Massachusetts Mutual Life at Duluth, Minn., has been elected exalted ruler of Duluth Lodge, Benevolent and Protective Order of Elks.

LIFE AGENCY CHANGES**SUTPHEN IS IN SOLE CHARGE**

Is Made General Agent for Equitable of Iowa at Pittsburgh Following St. Clair's Death

L. K. St. Clair, who for 20 years represented the Equitable Life of Iowa as general agent in Pittsburgh, and more recently as a member of the firm of St. Clair & Sutphen, died Aug. 15. The company has appointed Howard S. Sutphen as general agent for the territory included in the Pittsburgh agency. Mr. Sutphen has been with the company in general agency work at Pittsburgh for several years, and his services have been highly satisfactory to the company.

Prior to engaging in general agency work, Mr. Sutphen was an officer and agency man for the Pittsburgh Life & Trust and later the Cleveland Life, which service extended over a period of 15 years, so that he is well qualified to know field conditions and the requirements for successful general agency work.

Eureka-Maryland Appointments

The following new appointments were announced last week by the Eureka-Maryland Assurance: V. Wankowski, of San Diego, Cal., recently made contracts for southern California, and will immediately start organizing his territory; H. N. Chipchase, who for the past several months has been successfully handling the life insurance department in the Tongue office, has, with the consent of T. T. Tongue, been advanced to general agent in Baltimore; Roach and Nixon, Inc., have been appointed general agents at Dover, N. J.; Michael F. O'Malley has been appointed at Passaic, N. J.; J. J. Brill, agent for the Maryland Casualty at Newark, N. J., is branching out and taking the Eureka-Maryland as his life company; N. C. Snyder, who has for a number of years been a successful life insurance producer at Kingston, N. Y., completed contracts with the Eureka the latter part of May; in Pennsylvania, the Eureka recently added to its organization the Graeber Agency at Shamokin.

F. H. Almond

The Atlantic Life of Richmond announces the appointment of Frank H. Almond as general agent for all of Florida, except the upper western section, with headquarters at Jacksonville. Mr. Almond has already established himself in offices at 411 Graham building, in that city. For the past several years he has been engaged in the mercantile business in Lynchburg. He is no stranger to the life insurance business, having been formerly with both the Atlantic and the Equitable of New York. The Atlantic only recently entered Florida.

E. Allen Griffith

E. Allen Griffith, formerly manager for the Bankers' Life of Iowa at Seattle and later with the Royal Union Life, has been appointed manager for the Security Life of Chicago in southern Ohio, southern Indiana and eastern Kentucky. Mr. Griffith will make his headquarters at Louisville. He has had 15 years' experience in agency work, following several years of work in Kentucky public schools.

Lee S. Wilson and Edw. Mueller

Lee S. Wilson has just joined the Peoria, Ill., General Agency of the Equitable Life of Iowa. He will assist Ben Bloch, the general agent, in building a stronger and larger agency force and should with his long experience with one of the leading agricultural implement houses where he was manager of correspondence sales, be qualified to do his new work successfully. He is known as the leading musical director



Added Profits Under Our Plan

Substandard and Surplus Business Made Profit Yielding

The business which your own company will not or cannot handle is made profit winning for you under our improved brokerage service in branch offices. Business accepted under our plan includes:

Life Insurance

—substandard and surplus business

Group Insurance

—life, accident and sickness

Accident Insurance

—accident, health, and income accident

As a company with more than a half billion of insurance in force, we offer a wide range of standard and special forms of participating and non-participating life policies and all that is best, up-to-date and liberal in Accident and Group Insurance. All commissions on this business belong to the broker who places the business with us.

Why You Will Like Our Branch Office Service

Regardless of volume of business you place with us, we pay extremely liberal first year commissions and 9 guaranteed non-forfeitable renewals.

Awards and honors are given you on same basis as offered to our regular agents. (A trip to Cuba in 1925 at our expense is now open to you.)

Business is handled either on a contract or a one-case agreement basis.

Expert advice and assistance is given you on surplus and substandard life, accident, and group insurance.

Prompt action and liberal underwriting rules are our policy.

Come with us to HAVANA in 1925

MISSOURI STATE LIFE INSURANCE CO.

HOME OFFICE, SAINT LOUIS

M. E. SINGLETON, President

Quick Action!

WEST COAST LIFE'S reputation for prompt Home Office service to men in the field is, to a great degree, due to modern office equipment.

Mailing machines, a battery of Multigraphs, automatic stampers, are some of the devices employed to speed up Home Office work.

WEST COAST LIFE agents don't have to ask for quick action. They get it without asking.



West Coast Life
INSURANCE COMPANY
HOME OFFICE - SAN FRANCISCO

The only company on the Coast carrying Group Insurance

NU-1

Incorporated 1851

BERKSHIRE LIFE INSURANCE COMPANY

PITTSFIELD, MASS.

WINTHROP M. CRANE, Jr., President

This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.

Has always rendered the highest grade of service to its policyholders.

Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business.

Its policy contracts give to each individual insurer full protection, safe-guarding, at the same time, the interest of all policyholders.

JOHN BARKER, Vice-President

FREDERICK H. RHODES, Vice-President

HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTION FOR THE ENTIRE FAMILY

This Company issues all modern forms of policy contracts from age 3 months next birthday to 60 years.

Industrial policies are in full immediate benefit from date of issue.

Ordinary policies contain a valuable Disability clause and are guaranteed by State Endorsement.

GOOD CONTRACTS FOR LIVE AGENTS

Executive Offices, No. 506 Walnut Street, Philadelphia, Pa.

BASIL S. WALSH, Pres. JOSEPH L. DURKIN, Secy. JOHN J. GALLAGHER, Treas.

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Clarence J. Daly, President
Denver, Colorado

of Peoria, being in charge of one of the largest vested choirs in that section of the country. He is also the director of the "Wilsonian Quartette" of Peoria.

Another recent connection with the Ben Bloch Agency is Edw. Mueller, formerly general agent of the Franklin Life of Springfield. Mr. Mueller is working in Peoria and has been doing some splendid work.

E. D. Van Cleave

Elmer D. Van Cleave, formerly with the Metropolitan Life, has joined the home office general agency staff of the Reserve Loan Life of Indianapolis.

L. C. Kigin

The Reserve Loan Life of Indianapolis has opened a new general agency at Terre Haute, Ind., with L. C. Kigin in charge. Mr. Kigin has been in charge of the bond department of the Citizens Trust Company for the past year, and was formerly with the Reliance Life of Pittsburgh, at Lafayette, Ind. The new agency, known as the Citizens Insurance Agency, sent in \$20,000 in completed business for the first week with the company. It expects to be in the \$500,000 class by the first of the year. Its territory covers several counties in Indiana and Illinois.

Chicago National Life

Adam Reed, formerly president of the Great West Life of Canada, has been appointed Iowa state manager for the Chicago National Life, which has just been licensed in that state. The company has also applied for admission to Kentucky. It is stated that William Smeltzer, a representative in Indiana, will be state manager with headquarters at Louisville.

F. M. O'Meara

The Bankers Reserve Life of Omaha has appointed F. M. O'Meara general agent at Chicago.

C. I. Nordstrom

C. I. Nordstrom has been appointed agency manager for the northern Illinois county territory for the Equitable Life of New York and will take up his new work on Sept. 1. Mr. Nordstrom has been assistant manager of the Klingman Agency of the Equitable at St. Paul, Minn. He will take over the work which has heretofore been handled by V. C. Curtis, who will devote his entire time in the future to small city business. A luncheon was given Monday noon in honor of Mr. Nordstrom, about 75 country agents meeting at the Hotel LaSalle to greet their new manager.

Continental Life Changes

F. D. Jewell for years associated with the Continental Life of St. Louis as assistant cashier of the home office has been appointed assistant agency supervisor of the J. H. Wood general agency for that company in Salt Lake City, Utah. E. F. Hein of Napa, Cal., who has been with the Klitgaard general agency for the Continental Life in San Francisco since January 1922, has been promoted to assistant to J. C. Klitgaard.

Insurance Service, Inc.

Insurance Service, Inc., of Baltimore, Md., has been appointed general agent

in Maryland for the Continental Assurance of Chicago, the running mate of the Continental Casualty. It has also been named general agent for the casualty company.

C. R. Mason

Charles R. Mason, for a number of years Wyoming state agent for the Northwestern National Life, with headquarters in Wheatland, Wyo., has been made general agent of that company at Denver with jurisdiction over northern Colorado, as well as Wyoming.

Massachusetts Mutual Changes

The Springfield agency of the Massachusetts Mutual Life has recently added several new representatives, A. G. Johnson, who has been appointed personnel executive, was for 14 years a member of the faculty of Springfield College, and has recently devoted his time to salesmanship. As athletic coach he has had extended experience in training young men.

Fred H. Clarkson, one of the newcomers, has been sales manager of the Bay State Corset Company. He became convinced that life insurance offered greater opportunities than any other business. Ada B. Tingley had a year's training at Northwestern University in the fundamentals of insurance salesmanship. She was employed in a New York City real estate office for a few years, and from 1914 has worked in the policy loan department of the Massachusetts Mutual Life. Dorothy A. Pease, after experience in secretarial work, attended New York University to take a course in life insurance selling. Charles B. Wilcoxson, who has been employed in the agency office, is also one of the newcomers.

Life Agency Notes

H. L. Gerhart of Newman Grove, Omaha, has been appointed general agent of the Prairie Life of Omaha.

F. C. Repass, district agent for the Connecticut Mutual, has moved his headquarters from Atlantic to Des Moines, Iowa.

WILL CONCENTRATE ON EDUCATIONAL SERVICE

(CONTINUED FROM PAGE 1)

the underwriter. His interests should be so broad and his work so well organized that he should never be at a loss to find others to whom he could render service. Wherever you meet a man with economic problems, there you have a prospect."

In answer to a question, Mr. Clegg continued:

"I can't tell another man how to solicit business, because the most important factor in his success or failure is his own personality. He has to develop that himself in a thousand different ways. For instance, if his chief interest in a newspaper is its sporting pages, instead of the business news, he can't be expected to discover that John Smith has just bought a home for \$25,000 and in all probability needs life insurance to cover his mortgage."

The educational features of the National Association's program interest Mr. Clegg most, particularly the efforts to dignify the profession by providing courses in life insurance salesmanship in universities and other institutions of learning. He believes that if the public were better informed, the life insurance business would not be so heavily penalized by taxation.

JOHN W. DRAGOO, Secy.

WESTERN RESERVE LIFE INSURANCE COMPANY

HOME OFFICE WESTERN RESERVE LIFE BUILDING
MUNCIE, INDIANA

WESTERN RESERVE LIFE INSURANCE COMPANY, MUNCIE, INDIANA, insures the whole family from one year to sixty years of age. An OLD LINE LEGAL RESERVE COMPANY noted for its prompt payments of claims and service rendered to policy holders.

Fine agency openings in Indiana and Ohio

—WRITE TODAY—

A young company with great opportunities

J. H. LEFFLER, Pres.

EASTERN STATES ACTIVITIES

COMPANY HAVING GOOD YEAR

Ohio National Life Is Succeeding in Cutting Down Its Lapse Rate Quite Materially

The Ohio National Life of Cincinnati is having a most satisfactory year. The production is about 25 percent ahead of 1923, and there is every reason for believing that the end of the year will show an even better record. Its officials are well pleased with the progress the field force is making.

The lapse rate is about the same as in ordinary years, and, while not in any way abnormal, especial plans are being formulated to cut it down so that there will be a substantial gain from this source as compared with other years, so that the showing at the end of the year will be more than ordinarily a matter of congratulation for the entire organization.

WILL HAVE NEW HOME OFFICE

Massachusetts Mutual Life Plans to Erect Modern Building Outside of Congested District

The Massachusetts Mutual Life, having outgrown its eight-story home office building in Springfield, has secured a 20-acre site for a new building. It is proposed to erect a building only three stories high, but covering a large area. In addition to the main office building, it is planned to erect a separate building for the storage of all records. The combined tracts of land have a frontage on State street of 1,440 feet. President W. W. McClench states that the new building will be ready for occupancy within three years. It is expected to incorporate all the latest features of life insurance home office construction.

When the Massachusetts Mutual Life moved into its present eight-story building in 1908, it was thought that ample room for growth had been provided for many years to come. At that time the company had \$300,000,000 in outstanding insurance, but at present the insurance in force amounts to more than \$1,000,000,000, and the office force has increased from 100 to more than 400. The company is following the precedent set by many other companies in seeking a location for its home office outside of the congested area of the city.

Brandon on Way Home

President C. W. Brandon of the Columbus Mutual Life is expected home this week from his European tour. The company will hold an agency convention Sept. 11-13. About 200 are expected to attend.

LARGER POLICIES ARE SEEN

Equitable Life of New York Shows Tendency in the Charles Jerome Edwards Agencies

The Equitable Life of New York recites the experience of the Charles Jerome Edwards agencies in Brooklyn and New York City last month to show that large policies seem to be on the increase. It states that more than half of the \$2,000,000 settled for comprised 26 cases, ranging from \$15,000 to \$200,000 each. In addition there were 27 cases for \$10,000 and \$355,000 in \$5,000 policies. The Equitable states that reports from its other agencies in the country indicate the same condition.

Wants Insurance in All Texts

The need for a revision of school text books on economics to include insurance was urged by John C. Maginnis, president of the Eureka-Maryland Assurance, in a recent speech in Baltimore. Mr. Maginnis pointed out that the four principles in economics should be production, conservation, distribution and consumption and that insurance is undoubtedly the basis of conservation and a factor in the other three branches.

Stage Unique Contest

The Midland Mutual of Columbus, O., has put on an odd campaign for new business. The agents have been divided into two parties, the Repocats and the Democans, with P. R. Marshall of Lima and R. A. Tuttle of Cleveland as the respective presidential candidates. The contest will run from Sept. 1 to election day in November.

Cunneen Named Deputy

Terence F. Cunneen has been appointed third deputy superintendent of the New York Insurance department by Superintendent James A. Behn. Mr. Cunneen is a graduate of the New York law school and was admitted to the bar in 1912. Since he was discharged from military service in the war he has been secretary to Judge Johnstone of the court of general sessions and Judge McKendrick of the supreme court. Mr. Cunneen's legal experience has been very largely connected with insurance litigation.

Makes Excellent Gains

C. E. Brotton, secretary of the Federal Union at Cincinnati, O., states that the business which his company has enjoyed this year is 50 percent over that of 1923 up to the first of August. The lapses are just about the same as in other years, which means that his company is going ahead in a most satisfactory fashion.

IN THE MISSISSIPPI VALLEY

ILLINOIS LIFE'S CONVENTION

Meeting of the \$100,000 Club Will Be Held This Week at Home Office

The annual meeting of the \$100,000 Club of the Illinois Life is taking place this week at the home office, business sessions being held Thursday and Friday. Walter A. Bachman of Kansas is president of the club. James C. Snow of Chicago wins the first prize of \$100 in the conservation contest, his renewal percentage being 97.94. John J. Delaney of Illinois is second with 95.16 percent. John M. Kelly of Chicago is third with 94.74. Edwin R. Higbee of Illinois is fourth with 89.89, and Walter A. Bachman is fifth with 88.73. The banquet

will be held Friday evening at the Hotel La Salle, Chicago. The program of the business meeting is as follows:

Reading of Minutes of Last Regular Meeting—P. L. Sausser, club secretary.
Address—Ira A. McBride, retiring president.
President's Inaugural Address—Walter A. Bachman.
Presentation of the Conservation Prizes—O. J. Arnold, secretary, Illinois Life Insurance Company.
Responses—James C. Snow, winner first conservation prize; John J. Delaney, winner second conservation prize; John M. Kelly, winner third conservation prize; Edwin R. Higbee, winner fourth conservation prize; Walter A. Bachman, winner fifth conservation prize.
The Manager's Responsibility to His Agents—T. J. Henderson, agency manager, Michigan.
Agency Material I Have Found Valuable



THE Chicago National Life Insurance Company has special inducements for live agents in Illinois and Indiana, advantageous contracts, standard policy forms, home office co-operation and the influence of 1200 stockholders in both States.

Five thousand leads received last month from our stockholders.

Chicago National Underwriters Co.

INCORPORATED

GENERAL AGENTS

202 So. State St.

Chicago, Ill.



Southland Life

Insurance Co.

HARRY L. SEAY, President

Insurance In Force
\$80,000,000

Admitted Assets
\$8,700,000

The latest in approved policy forms.

Disability Annuity Benefits with first payment IMMEDIATE.

Waiver of Premiums without extra charge.

Double Accidental Death Benefits.

Sub-standard risks are handled as expeditiously as those on standard lives thus insuring to the agent a maximum of service.

Advantageous agency contracts open to men of ability and integrity. Previous insurance experience not essential.

CLARENCE E. LINZ

Vice-President and Treasurer, in Charge of Agents

PHILIP N. THEVENET
Vice-President and Secretary

PAUL V. MONTGOMERY
Vice-President and Actuary

DALLAS, TEXAS

1905

1924

Mutual Trust Life Insurance Company

Insurance in Force (Dec. 31, 1923).....\$88,442,000.00
Total Admitted Assets 10,941,045.07

Policy Reserves	9,439,248.00
Dividends left on Deposit (drawing 5% interest).....	226,337.68
Other Liabilities	192,804.53
Surplus	
{ Assigned	\$432,944.32
{ Unassigned	649,710.54
	1,082,654.86
	\$10,941,045.07

For attractive agency openings in our growing organization, address:

**Home Office—Chicago Temple Bldg., 77 W. Washington St.,
Chicago, Illinois**

Seven Years of Steady Progress

The International Life and Trust now wants a representative in your district. It is an old line legal reserve company with a record to be proud of. To represent this dependable company is to represent a pillar of safety in the life insurance business. You are assured of a maximum degree of intelligent co-operation. Write us at once for an agency. We have the means of assuring you of a successful career in the life insurance business.

International Life & Trust Company MOLINE, ILLINOIS

J. O. LAUGMAN, President DR. ANDREW JOHNSON, Secretary and Medical Director

CALIFORNIA STATE LIFE Insurance Company

SACRAMENTO, CALIFORNIA

Insurance in force over \$48,000,000
Assets in Excess of \$5,900,000
Capital and Surplus over \$767,000

*Splendid opportunities for reliable, experienced
Salesmen bearing proper credentials.*

Write J. R. KRUSE, Vice-President and General Manager.

SERVICE TO SALESMEN

We gave over 8,000
prospect leads to our
salesmen during Janu-
ary and February,
1924.

BANKERS LIFE COMPANY

Des Moines, Iowa

GEO. KUHN, President

able and How to Develop It—E. C. Wharf, general agent, Wabash Valley.
The Kind of Part-Time Men to Employ and How to Use Them—O. H. Gabel, manager, Corn Belt Agency.

The Agent's Responsibility to His Company—Roger Davis, general agent, Southwestern Department.

An Accounting System for Calls and Interviews—H. F. Coonrod, district manager, Southwestern Department.

Does Following Up Prairie Farmer Inquiries Pay?—G. H. Doerfler, district manager, Corn Belt Agency.

Are Farmers Adequately Insured?—J. B. Norris, district manager, Illinois.

Sales Demonstrations

Following each talk there will be a general discussion led by a member elected by the chair.

Business Insurance—M. E. Dark, manager, Southwestern Department.

Mortgage Insurance—S. E. Pierce, associate manager, eastern Illinois.

Estate Tax Insurance—C. N. Brown, manager, eastern Illinois.

Institutional Insurance—G. F. Bachman, district manager, Southwestern Department.

Educational Insurance—W. F. Sandifer, special agent, Southwestern Department.

School Teacher—W. L. Coonrod, district manager, Southwestern Department.

Farmers—E. H. Faster, manager, Decatur District.

A Flat Canvass for Prospects—Edwin Hansen, agency manager, Chicago District.

Placing Extra Policies—T. M. Cusick, special representative, Corn Belt Agency.

Life Insurance Arguments that Win—G. H. Millage, manager, Michigan.

Joint Life Insurance—F. L. Medley, district manager, Wabash Valley.

Signs That Suggest Prospects—E. J. Hutchinson, manager, East Central Illinois.

A Few Facts About Ourselves—R. W. Stevens, president, Illinois Life Insurance Company.

Pep Talk—Otto H. Augustine, general agent, Chicago.

WHEAT IMPROVES CONDITIONS

Missouri Business Picks Up, but There Is Fear That Farmers May Hold Money

KANSAS CITY, MO., Aug. 27.—The harvesting of the wheat crop and the maintenance of prices have had a most pronounced effect on the spirit of the territory. Business men generally are far more optimistic than for some years; and actual buying, both by the public and by the merchants, is greatly increased. The Kansas City wholesale market held its market week recently, with a very large attendance, and more than satisfactory purchasing by the vis-

iting retailers. Apparently an era of increased stocks and livelier selling has begun, but observers are cautious about too much glee over this situation.

Most of the buying so far has been on the mere promise of more money coming into circulation; the actual cash from the wheat crop has not yet percolated very far. And there are many who say that the farmer will not spend freely this year. Wholesalers therefore are still cautious in credits, since they are not eager for retailers to load up until the actual extent of the spending power and willingness to spend are observed. The spurt so far has helped materially, however, by providing ready money for the merchant and enabling him to pay some of his debts. Some have placed future orders, but the total volume of such business is not great, very far from making up for the small advance order business this year. It can be said that stocks are small now, and will probably not increase greatly even with the opening of fall trade. If farmers decide to save their money an excellent opportunity is afforded insurance men to show the value of life insurance as the ideal savings plan.

Would Stop Fraternal Rerating

C. M. Woodward, of Des Moines, through his attorneys, has filed an application in the district court for a temporary restraining order to prevent the Brotherhood of American Yeomen from raising rates on Class A members belonging to the order. The new rates are scheduled to go into effect Sept. 1. This is the second suit pending to determine whether Yeomen officials have a right to make effective a higher rate on members who joined under the old assessment plan. The Yeomen voted a year ago to go on an old line insurance basis.

Changes in Iowa Agency

The four general agencies of the Aetna Life in Iowa have been consolidated, and commencing Sept. 1, the business of the entire state will be handled by the recently formed partnership of McClung & Deaton, with headquarters at Des Moines. M. L. Deaton was formerly general agent at Iowa City, and G. W. McClung at Cedar Rapids. F. W. Allen, formerly general agent at Sioux City, and G. W. Hughes, general agent at Des Moines, will continue with the company as personal producers.

Mississippi Valley Notes

Albert E. Mielenz, general agent of the Aetna Life of Wisconsin and upper Michigan, is spending the months of August to October at his summer home on Madeline Island, near Ashland, Wis.

IN THE SOUTH AND SOUTHWEST

VIRGINIA FIGURES ARE GIVEN

Mutual Life of New York Paid Out More Than It Collected in State

Figures compiled by the Mutual Life of New York show that in 1923 premiums to the extent of \$1,373,936 were received in Virginia, and \$1,770,955 paid out in the state the same year. Of the latter amount, \$435,036 was for death claims, \$90,580 for matured endowments, \$991,224 for dividends, surrender values and annuities, \$28,528 for taxes, licenses, etc., \$225,587 for agency expenses and medical fees. In addition the Mutual Life invested in Virginia in state, county, and municipal bonds, railroad bonds, mortgage loans and policy loans, \$6,416,185.

Rich Agency Has Outing

The Marion Rich agency of the Missouri State Life, operating in the Carolinas, recently had an outing at Wrightsville, N. C., to reward to men who had qualified for the trip under the agency's

contest. General Agent Rich, as host, arranged a delightful three days' program for his guests. A part of the first and third days were devoted to business, but the purpose of the meeting primarily was to find relaxation and pleasure. E. Colewell of Greensboro, N. C., spoke on salesmanship. James J. Parks, fourth vice-president, spoke on behalf of the company, bringing inspiration from the home office and offering practical suggestions for cooperation.

New Company Chartered

The United American Life of Macon, Ga., has been chartered and has begun operations with \$500,000 in business pledged. Lewis A. Irons, former deputy insurance commissioner of the state, is vice-president and manager.

Is Southeastern Life President

C. O. Milford, formerly first vice-president and general manager of the Southeastern Life of Greenville, S. C., has been advanced to the presidency to succeed T. Oregon Lawton. At the time of his resignation, Aug. 12, Mr. Lawton recommended Mr. Milford to the board

of directors for his successor. J. W. Dupree has been elected first vice-president and medical director, and W. Caswell Ellis, second vice-president and agency manager.

Now Controls Southern

Will G. Harris, president of the Southern of Nashville, Tenn., has purchased the stock owned by his brother

Oury Harris, secretary of the company. This gives President Harris a controlling interest in the company. His brother will continue as secretary until Jan. 1, 1925, when he plans to enter another line of business. Since Mr. Harris became connected with the Southern in 1916, it has increased from an industrial debt of \$2,000 to approximately \$40,000 weekly, with \$15,000,000 ordinary in force.

C. McArthur, president, and L. J. Adelman, secretary and treasurer, have been in charge of the company for the last 15 months.

Made Division Manager

Ray L. Scott, formerly claim adjuster for the Mutual Benefit Health & Accident in northwestern Iowa, with headquarters at Royal, Ia., has been transferred to Des Moines by that company and will be division manager there.

has been organized in Los Angeles, for the purpose of issuing policies on first mortgages, the company having a paid-up capital of \$250,000 and a surplus of \$50,000. T. W. Hendricks of the investment department of the Pacific Mutual Life and F. R. Woodbury, Jr., vice-president of the Pacific Mutual, are on the board of directors of the new company.

Richmond Association Plan

Richmond, Va.—The Richmond association has offered to present that city's new municipal library with a number of volumes bearing on life insurance to serve as a nucleus of an insurance library. A committee consisting of Arthur Levy and Samuel B. Love has been named by President Woodward to notify the city library officials of the offer and to obtain the books which are to be presented. The idea is for the collection to constitute a reference library chiefly for the benefit of new men entering the life insurance business.

Life Notes

Over 300 employees of the Central Life of Des Moines held their annual picnic last week at Greenwood.

J. A. Allison, who had been for 30 years connected with General Agent D. Brackett Bishop of the Massachusetts Mutual in Chicago, died last week at the age of 63 years.

IN THE ACCIDENT AND HEALTH FIELD

ARE PREPARED TO ENTERTAIN

Business Sessions of Health and Accident Conference to Be Relieved by Recreational Features

The entertainment committee of the Health and Accident Underwriters Conference has worked out an interesting program for the annual convention at Chicago to be held Sept. 8 to 10. Monday afternoon, Sept. 8, will be given over to a conference golf tournament. Members and guests wishing to play should register at the hotel beforehand. At 2:30 all visiting ladies will be taken on an automobile ride through the parks and boulevards of the city. A ladies' putting contest has been arranged for Tuesday afternoon, open to visiting ladies, both golfers and non-golfers. A horse shoe pitching contest will be staged on the courts near the hotel for all interested. At 3:30 the ladies will be entertained at an afternoon tea, and at 4:30 there will be a men's putting contest open only to members who have played less than 36 holes of golf.

The business program of the convention, which was announced previously, includes a valuable series of round table discussions on subjects of vital interest to health and accident underwriters. The discussions will be in charge of authorities on the various subjects.

A record attendance is expected at this convention inasmuch as it is to be followed immediately by the three-day meeting of the International Claim Association, of which R. R. Harrold is president. As this latter organization includes health and accident claim adjusters, the two conventions will be closely united in interest.

Southern Industrial Meeting

It seems likely that the Southern Industrial Insurers Conference will be held in New Orleans about the time that the American Life Convention holds its meeting there. The annual meeting of the American Life Convention will be Oct. 15-17. The legal section meets Oct. 13-14. Some prefer to have the Southern Industrial meeting Oct. 20-21, which would be the first two days following the American Life Convention gathering.

Examination Is Made

An examination of the Business Men's Protective Association of Lincoln, Neb., made by Chief Examiner Guy G. Patton, shows that no salaries have been fixed for officers, their compensation being a commission on business written by each officer in an amount equal to that paid to other soliciting agents of the association. The examination covered the entire time the association has been in existence. In the opinion of the examiner the officers have been fair and prompt in the settlement of claims, and the company is well managed and in good financial state.

Excellent Gains Reported

The Bankers Mutual Life of Freeport, Ill., has increased its assets 33 percent in the past year and has increased its insurance in force by 15 percent. It is doing 50 percent more new business than last year and is now writing at the rate of \$500,000 per month. In February of this year the company increased its deposits with Illinois to \$100,000. W. B.

Erkert is president, A. P. Woodruff, vice-president, and J. C. Peasley, secretary and manager. The company operates in Illinois, Michigan, Indiana and Missouri. The same interests operate the Mid-West Auto Underwriters which writes all forms of automobile insurance and The Prairie State Casualty, which writes health and accident insurance only.

Reports Big Gains

The National Travelers Casualty of Moines, Ia., reports its biggest year in members' game. The company reports more new members and more new business than in any year for the last ten. The new management consisting of W.

Illinois Mutual's New Policy

The Illinois Mutual Casualty of Peoria has issued a new commercial policy, which is a full coverage, low cost contract for business and professional men. The policy pays for life for accident and one year for illness. For partial disability as well as non-confining illness it pays one-half. Hospital benefits are paid for three months and nurses fee as well. Another new feature is the blindness and paralysis benefit. The amounts apportioned for operation expenses, as well as for immediate settlement for fracture and dislocation injuries, are especially liberal.

Life Men in New Enterprise

LOS ANGELES, CAL., Aug. 27.—Several life men are interested in the Mortgage Insurance Corporation, which



Courtesy and Promptness

"It is undoubtedly a pleasure to know that within two hours after I received your very courteous and friendly letter in connection with my removal to Texas I was favored with a call from one of your local representatives, who personally offered to fulfill the promises of service contained in your letter."

This letter was made possible by a

Direct Mail System which follows up the policyholder regardless of change of address and maintains Company and Agency contact with him—and

A Service Bureau which sends adequate soliciting information about such policyholders to the resident agent.

That Agents and the Home Office work in close harmony is evidenced by the letter above. **Timely co-operation** turned a small courtesy into a real interview.

For Agency relations write the Home Office.

The Union Central Life Insurance Company
Cincinnati, Ohio

"Pennmutualism"

At the top of PENNMUTUALISM, one of our three monthly Agency publications, is this definition of that unusual word:

"The Superlative Degree of Service—Helpfulness that is Unselfish—Performance Beyond Obligation."

It describes life insurance at its best, and is therefore, as it ought to be, a Company ideal and is not "advertising bunk." It is a vital force in the work of this great and vigorous Company, energizing and inspiring Home Office and Field alike.

We have places for men and women who are animated by its spirit.

**The Penn Mutual
Life Insurance Company
Philadelphia, Pa.**

Organized 1847

¶ If your present opportunities in the life insurance business are limited to personal production, our agency contract will interest you. It offers better than general agency opportunities, vested renewals and low cost insurance.

¶ Exceptional opportunities are open in Minnesota and Ohio and a few in Wisconsin.

¶ Check up our record.

Guardian Life
Insurance Company
Home Office, Madison, Wis.



100 PER CENT EFFICIENCY

Life men find our methods bring their efficiency up to 100 per cent.

We consider every man insurable and rate each case on its own impairment and amount of risk involved.

We take the "Blue Sunday" out of the life insurance business by helping you salvage your wasted energy expended on Sub-Standard business.

We have everything in the life game to offer. Let us tell you how.

The "Life Insurance for Everyone."
MEDICAL LIFE
INSURANCE COMPANY OF AMERICA
WATERLOO IOWA

I. G. LONDERGAN
Vice Pres. & Gen'l Mgr.

E. E. BROWN
Agency Supervisor

WITH INDUSTRIAL MEN

NEWS OF THE PRUDENTIAL

Some of the Activities of the Industrial Men Out on the Firing Line

The battle for Hartford, Conn., district leadership of the Prudential industrial waxes strong between Agents F. S. Hansen and C. R. Parsons. Only a matter of several dollars represents the lead that Mr. Hansen has on Mr. Parsons.

Assistant Superintendent James D. Sertell of Elyria, O., detached from Sandusky, O., district, has taken charge of the assistant at Tiffin, O., while Assistant Superintendent Irving T. Hales, formerly at Tiffin, has been transferred to Elyria for the same date.

The Youngstown, O., district, in charge of Superintendent Jesse A. Hilliard, Assistant Superintendent William H. Hampton of Cleveland No. 1 and Agent Harry Mednikoff, also of Cleveland No. 1, are the leaders of Division F in industrial increase for the year. The Springfield, O., district is the leader in Division F in average industrial net lapse.

In the Los Angeles No. 1 district some exceptionally fine industrial records are being piled up. Among the list of agents contributing splendidly to the district's progress the leaders are as follows: R. J. Sutherland, R. J. Felletter, J. J. Sampson, P. H. Moyer, I. J. Roff and H. L. Mielke.

Agent Robert W. King of Tulsa, Okla., has been promoted to assistant superintendent in the same district.

Arthur R. Cuthbertson has been appointed superintendent at Flint, Mich., to succeed B. C. Johnson who is transferred to Detroit 5. Mr. Cuthbertson started with the company in April, 1906, and was made assistant December the following year. He has seen service in Saginaw and Flint, Mich., and since 1911 has been located in the former city.

SHOULD STRIVE FOR THE BEST

M. D. Schreiber of the Western & Southern Life Declares That All Should Aim at Masterpiece

M. D. Schreiber, superintendent of agencies, eastern division, Western & Southern Life, in an address at the "President's Convention," discussed the great need for the best that any one can give. Every man should make his work, as nearly as possible, a masterpiece. He should stamp his individuality upon his work so that it can be at once recognized as his. It is possible for the life insurance agent to greatly increase his income, for it has been said by psychologists that the average man utilizes less than 25 percent of his ability. The average man shrinks from really thinking and applying himself, but there is no limit as to what can be accomplished by the man who has an irrepressible desire for promotion and a determination to go forward.

Real education in the insurance business, according to Mr. Schreiber, is the willingness to do the right thing at the right time and use what we have, to get what we want. In this age a man must push or be pushed; he must force his way ahead or be shoved aside. The determined man uses as a stepping stone toward success and higher achievement what is a stumbling stone to the weak. The really great prizes of life have been won by men of ordinary ability, with uncommon application, with determination and stick-to-itiveness. Success is not reserved for the genius, but for those of ordinary ability who have every day opportunities. As Mr. Schreiber well says, the success is the man who, being unable to go around, over, or under trials, tribulations and difficulties goes straight through them. Every man's continual ambition should be to better his past record, to make each work his masterpiece.

Prudential Opens Two Districts

The Prudential has opened two new districts at Detroit, Mich., one of which will be in charge of B. C. Johnston, transferred from the superintendency of Flint, Mich. Philbert M. Russell, who

has been a special inspector since 1922, will have charge of the other district. Mr. Russell entered the service of the company as an agent at Bloomington, Ind., in 1900. Since 1907 he has been an inspector in Chicago and the middle west with the title of special inspector since Jan., 1922.

Holland in New Post

District manager of the Metropolitan Life, with headquarters at either Cleveland or Columbus, O., is the new position to be given A. L. Holland, who has been district superintendent of the company at Evansville, Ind., for the past 10 years or more. Mr. Holland is one of the best known insurance men in southern Indiana. He is the president of the Community Welfare in Evansville and president of the Boehne Camp hospital board here.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc., Supplementing the "Unique Manual Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

FRATERNALS INCREASE LIMITS

Have Established Reinsurance Facilities and Are Making Strenuous Efforts for Business

Most of the fraternal insurance societies are materially increasing their limits. Formerly the limits in practically all societies were \$2,000 to \$5,000, although the latter figure was comparatively rare. Recently, however, there has been a decided demand for higher limits, and to meet this, especially in view of their favorable experience, the fraternal societies have increased their limits in many cases to \$10,000 up to \$25,000. Facilities have been established for reinsurance so that these larger limits can be carried without trouble. This increase in policy limits has been general, practically all fraternal societies making some increases.

The fraternal societies are making more strenuous efforts to secure business, as competition is continually becoming more keen. Greater care is being exercised in the selection of business, as well as in the choice of deputy. More care is also being exercised in conserving old business, and keeping old members satisfied.

Federal Life

The Federal Life of Chicago will issue a new rate book about Oct. 1 on the loose leaf plan. Rates will be quoted on the semi-annual and quarterly basis on all the forms. Rates will be quoted with and without the disability and double indemnity benefit.

Name Provident L. & A. Directors

CHATTANOOGA, TENN., Aug. 27.—It has been announced that the board of directors of the Provident Life and Accident Insurance Company had been enlarged by the addition of P. J. Kruesi, W. E. Brock and also Mayor Richard Hardy. Mr. Kruesi is president of the American Lava Company and has other business interests that touch many of the leading financial and industrial concerns of the city. Mr. Brock is president of the Brock Candy Company, director of the Chattanooga Savings Bank and is one of the most prominent civic and religious workers in the city. Besides being Mayor of Chattanooga Mr. Hardy is president of the Dixie Portland Cement Company, bank director and identified with many other enterprises for the upbuilding of Chattanooga.

Formal opening of the new Provident building, at which time it will be thrown open for the general inspection of the public, has been set for the middle of September, probably Sept. 16.

QUESTION ARISING AS TO RIGHT OF CHANGING THE BENEFICIARY

THE opinion exists in at least one state insurance department that a life insurance policy should never be issued which does not grant the right of revocation—the privilege of changing the beneficiary at will. While this department has never been called on to pass upon the question officially, those in its office are frank to say that they do not believe a company would be upheld in refusing to allow a policyholder to change his beneficiary, regardless of what was included in the policy.

Position Taken in Indiana

It is not known whether this viewpoint is held in other insurance departments or not. Indiana does not permit any company to issue a policy in that state which does not accord the insured the right to revoke.

A great deal may be said on both sides of the question. The bankrupt who has carried insurance for the benefit of his family has a decided advantage if his insurance were written without the right to revoke, as his creditors cannot touch it. On the contrary, if he has insurance for the protection of his family, and the policies accord him the right to change the beneficiary, his creditors may claim the cash value of the insurance, as a part of his assets, as of the date he was adjudged a bankrupt.

The fact that a policyholder did not reserve the right to change his beneficiary sometimes operates to the disadvantage of the company. In divorce cases, the insured almost invariably wishes to name a new beneficiary. If the company must decline to grant this request, it nearly always results in a lapse. In a few cases the original bene-

ficiary may continue to pay premiums, but these instances are not frequent.

Whether a policy is issued with or without the right of revocation has little bearing on insurance sold for business purposes and to protect credit. Most companies ask in their application, blanks who is to pay the premiums on the policy. If a creditor is taking out insurance on the life of a debtor, the company usually prefers to issue the policy with the estate of the insured named as beneficiary, and allow the creditor to protect his interest by an absolute assignment to the extent of this interest.

The right to revoke is, however, tied up with the question of speculative interest. If it became general practice to forbid companies from issuing policies without the right to change the beneficiary, a large number of married women might be denied insurance. The underwriting policy of most companies does not recognize that a husband has insurable interest to any appreciable extent in the life of his wife, if the latter has no independent income. He would not suffer any financial loss by reason of her death. The companies will usually issue insurance on the lives of such women if minor children are named beneficiaries, and the right to change the beneficiary is not retained by the insured.

If the companies were barred by statutes or rulings of the insurance departments from writing policies excluding the revocation clause, they would unquestionably look with disfavor on insuring married women who have no means independent of their husbands' support.

President Hall Says Life Men Are Fortunate

ARTHUR F. HALL, president of the Lincoln National Life, believes that life insurance men whether in the office of field are particularly fortunate in their line of activity. He does not think that life men appreciate their opportunity and their freedom from so many of the cares and sorrows that accompany other lines of business. He was led to make these remarks by commenting on some of the troubles he had with the various crafts and unions in the erection of the Lincoln National's home office building. Mr. Hall said in commenting on the happy situation of life men:

"I have had my troubles the past year with the various crafts and unions. When people in general come to realize what a wonderful advantage a life agent has; what a free agent he really is in comparison with men in other lines of business, it will become much easier to induce men to take up life insurance work as a vocation. I have become more thankful every day that I am in the life insurance business, because I realize that our troubles are few compared with those of other businesses. We have no labor troubles, no transportation troubles, no problems of buying materials in the proper amounts and at the correct times, no materials bought at high price which must be sold at low, no strikes of any nature to interfere with us, and many other advantages that are not enjoyed by men in other lines of commercial endeavor.

"Of course, all these troubles of the other people influence the amount of business that our agents secure, but no matter what the conditions, the 'up and doing' agents and the aggressive companies can always get plenty of business. I think the problems of the managers of life companies are very much less than the problems of manufacturers and merchants, running a business of equal magnitude. I think the problems

Shows Great Value of The Insurance Papers

THE New England Mutual Life publishes a tribute to the insurance periodicals, as follows:

"William J. Watson, Attleboro, an old newspaperman, is now one of our successful agents. He is as keen on the trail of prospects as ever he was for news. He addressed the Boston agency recently, and what more natural than that his remarks should include the following admirable advice on insurance reading matter? He said:

"Do you examine new insurance publications and read professional papers regularly? If not, you are attempting to work without the up-to-date tools. Has any man here expended one-tenth as much for his tools as a carpenter or plumber would have to spend for his kit? Not one. Then repair this terrible mistake; read up on your business, and get the other man's viewpoint. Keep in touch with the new things that are happening all the while. Be abreast with the times. The conditions in this business are changing almost with each day's sun. Bright, fresh pieces of pertinent news are the strongest sort of ammunition that you can use in your daily work. But you will never have such ammunition in your locker unless you keep in touch with insurance publications. Their editors take the general news, sift out the items of interest to us—add valuable new matter from strictly insurance sources, and give us the net results, properly arranged and ready for instant use. My advice is 'Keep in touch.' If you don't, you might as well be dead."

of the life insurance salesmen are small indeed compared with the problems of the men in equally important work, who are trying to make good on a salary, whose success depends wholly upon whether or not their company as a whole is successful."

Great Northern Life Insurance Company

110 So. Dearborn St.
Chicago, Ill.

H. G. ROYER, President

JOHN A. SULLIVAN, Vice-President

C. O. PAULEY, Secretary

Life insurance agents these days appreciate the importance of a moderate sized company. It forms a healthy influence in the business of life insurance. The Great Northern Life appreciates and values the services of its local representatives. The agent of the Great Northern Life is close to the home office. His individual problems receive most careful consideration. His is a worthwhile position.

Capital, \$225,000

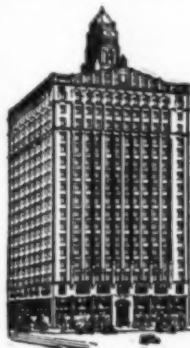
Surplus, \$166,174

Insurance in Force, Over \$18,000,000

EQUITABLE LIFE OF IOWA

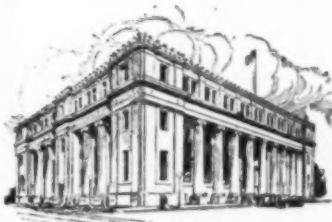
Now Occupies Its

NEW 18-STORY
HOME OFFICE BUILDING
In Des Moines



With increased facilities, it is now better prepared than ever before to render service to its policyholders, agents and friends.

Over 1½ Million Policies Now In Force



Only four other life insurance companies in America have more policy contracts in force than this company. The following figures show its remarkable growth in the last ten years:

	Jan. 1, 1914	Jan. 1, 1924
Assets	\$ 7,804,230	\$ 40,113,271
Policies in Force	503,302	1,552,803
Insurance in Force	73,455,636	351,149,583

Attractive opportunities open to competent agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President

CINCINNATI, OHIO



HOME OFFICE
F. & M. BANK BUILDING

Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the great State of Texas, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

"Conscientious Co-operation given Ambitious men, with or without previous experience."

Southern Union Life

OF

FORT WORTH, TEXAS

J. L. Mistrot
President

Tom Poynor
Vice-President

Why Young Men Should Become Insurance Agents

Seven Reasons for Life Insurance Career

LIFE INSURANCE is founded on the highest ideals.

It is capable of yielding a good income and the satisfaction of accomplishment.

It offers opportunities for real leadership. It brings the insurance producer in close association with big business and big business men.

It requires education in business methods, law and finance.

It is a field for workers, not shirkers.

It is an alluring and practical calling for men of dynamic energy.

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Over Sixty years in business. Now insuring nearly Two Billion dollars in policies on 3,500,000 lives.

COLLEGE MEN MAKING GOOD LIFE SALESMEN

Are Able to Round Out Sooner Than Those Not Similarly Trained

MAKE A GOOD APPROACH

Danger in Pushing These Agents Beyond Their Depth Before They Are Well Developed

NEW YORK, Aug. 27.—"Cauliflower is cabbage with a college education." Judging by the restaurants in which it is served and the prices it commands, it seems to be a very safe conclusion that the college education has entitled it to a higher remuneration and a better place in society than its humble progenitor.

There is a great deal of discussion among life insurance men as to the advisability of securing recent college graduates as life underwriters. The young man just starting out in the business world must secure a background of facts which are not taught in college, no matter what line of work he may choose to follow. He lacks that mouth-filling and empty, but fearsome quality known as "experience," which is always held up before him as an especial handicap of the young, in spite of the fact that no man has yet reached the limit of his experience. This short-coming is usually most in evidence when the discussion of the size of the pay check is before the house.

Can Get Experience Sooner

There is no reason why a young man just out of college should not enter the life insurance business, and make his mark in it. He can not hope to give unusual advice to his prospects and policyholders, because they will soon see that he has yet to get the broad viewpoint of the older underwriter. But constant contact with men of position and vision, who are engaged in diverse lines of business will give the attributes of "experience" much more rapidly than if he were "aged in the wood" in some two by four position such as are ordinarily available to recent graduates.

Secures a Wide Experience

The right kind of a college man will leave school with a very wide acquaintanceship among his fellows. He has, if you will, a ready-made clientele. If he will devote his solicitation to men who like himself have just started out, the lack of vision will not long enter into the selling. Furthermore, it is quite possible to build up a very substantial amount of business in this manner. Young men are quite as clannish as are other groups. All other things being equal, they would prefer to assist novitiates in business whose problems are similar to their own.

Get Some Early Business Training

There is a great deal in choosing the right sort of graduate for life insurance, though it is not very difficult if the chooser "knows the ropes." Due to the fact that a class is graduated every year, and that there are innumerable "jobs" for the undergraduates in connection with their college activities in athletics, journalism, theatricals, and so on to succeed those just graduating, youths are raised to positions of responsibility that are often beyond those attained by men outside of college who have put in years of work and thought. It is only necessary here to point out that the large sums of money which are taken in by the athletic teams is generally adminis-

tered by young men. The point to this is that in every college, there are those who see this opportunity for responsibility and take it, with the result that a set of natural leaders is created each year. Contact with these men will disclose that they are generally possessed of a large amount of good business sense, and affability. They meet people easily. They have high ideals not only for themselves, but for their fellows as well.

Should Not Be Over Pushed

A crew of these men could write a world of life insurance, if they are properly encouraged. Too often the general agent becomes over-enthusiastic and urges them beyond their depth with the attendant discouragement. It reminds one of Aesop's story of the frog that tried to swell up to the size of the ox. Give the college man his opportunity and he will expand of his own efforts. If any proof of this point is needed let one look at the records of the life insurance selling schools. The students at the Buffalo course, just completed, wrote approximately \$3,000,000 during the term of the course.

College Men Good Investment

That securing college students as agents is a good investment for the general agents is borne out by statistics which show that the college man is the best buying group which agents approach. Early in his working career, he places a small policy. This is the forerunner of as many as his increasing resources will permit him to buy. It is also common knowledge that buyers are inclined to purchase their insurance consistently from the man with whom they place their first policy if he continues to serve them properly.

Some general agents do not believe that the college graduate makes a good agent. But then there are general agents who do not secure the services of men of certain religious faiths, or of men who are single, or of men who are advanced in years, or—but why try to enumerate the lists of tabooed possible agents. The list is without end. There is no less reason why the college graduate should not succeed, than there is for any other general group of men.

COMMENT ON WRITING OF MONTHLY PREMIUM PLAN (CONTINUED FROM PAGE 11)

method. We believe the plan encourages larger policies and should cause more people to insure.

* * *

Northern States Life—We have not adopted the plan, but give a premium note for the fourth annual premium which may then be endorsed by payment.

* * *

Royal Union Life—This company has had no experience with monthly premium business except on policies taken over by the insurance from assessment companies. This, of course, would not be equal to experience on a legal reserve basis.

* * *

Mid-West Life—We do not issue policies on the monthly premium basis, though we have no fixed opinion.

* * *

United Mutual Life—We will not accept payment for less than three months. We have considered the monthly payment plan, but have come to no definite decision.

* * *

Ohio State Life—The monthly premium plan is fine for a certain class of people. We believe it could be worked out satisfactorily. We have no plan, though some agents perhaps finance certain prospects on a monthly basis.

* * *

Lafayette Life—We believe the monthly deposit in a savings account to cover an annual premium is the most practical plan. It avoids objectionable

higher premiums and higher expense of collection and a greater lapse.

St. Louis Mutual Life—We have not tried the plan as yet. It is thought to be a good venture if confined strictly to ordinary business.

American National Life—It is the general opinion among the executive officers of this company that the monthly premium plan would not be suitable for this company to adopt. Where requested we shall invest the insurance and have four weekly premiums paid in advance. At one time we contemplated putting monthly premiums in our ordinary business, using one-tenth of the annual premium, though we have never organized such a department.

Bankers Life—We have had very little request for this from the field force as yet and the few cases we have had were arranged with quarterly premiums. We suggested to the insured that he deposit his monthly amount in the Savings Bank and have it ready for the quarterly premium as it becomes due.

Baltimore Life—We have not adopted a monthly premium plan as yet, having received no request.

Mutual Trust Life—We believe the quarterly payment is sufficiently flexible to cover all needs. If a man capable of paying \$10 per month has not developed a savings instinct to such a point that he can save \$120 annually for a specified purpose, he would not make a persistent policy holder. Monthly payment of bills does not mean prompt payment of insurance premiums monthly. The insurance company has not the leverage of the grocery man, landlord, public utility and such.

Central Life, Ia.—This company does not use the monthly premium plan and is not ready to express any opinion.

Des Moines Life & Annuity—We have not thought that it was advisable to adopt this plan. It might encourage larger policies, but the chances of lapse would be greater.

International Life—This company has never offered regular insurance on the monthly premium plan. The only form we have is in connection with insurance combination on savings deposits.

Standard Life—We have worked out no definite plan aside from paying premiums in advance, though the monthly premium plan fills an actual need, especially for the salaried man.

Two Republics Life—We look on the plan as good. We issue premium extension agreements to meet the situation, our experience on these having been fair.

Security Mutual, N. Y.—We made a test of the monthly premium plan in one of our agencies several years ago and it did not prove satisfactory. It not only increased the clerical work, but the lapse rate seemed to be heavier than under the other class of policies in the same agency. Although the monthly premium plan may encourage larger policies and possibly cause more people to insure, this company has no intention at the present time of adopting the plan.

One actuary, after giving his present company's experience, told of his experience in a former connection, where he developed such a department, creating a business of \$3,000,000 in force. The business was profitable to the company, yielding apparently an annual addition to surplus of some \$10,000 to \$15,000 over and above some very liberally figured overhead charges. The rate of production was uniform and satisfactory. He put in some very cheap office methods. One clerk was found sufficient to

(CONTINUED ON PAGE 26)

MONTHLY PREMIUMS IS SATISFACTORILY USED

Twenty Percent of Federal Union's Business on This Plan

EXTRA CHARGE IS MADE

President Frank M. Peters Gives Some Facts Regarding the Results of This Department

For some years, the Federal Union Life of Cincinnati has been writing ordinary insurance on a monthly premium plan, which Frank M. Peters, its president, states is more than satisfactory to the directors. This company has had a great deal of experience with this class of business, about 20 percent of its insurance in force being on this plan. Mr. Peters says that it is a curious fact that about the same amount of business on this basis is in force because the policyholders change their method of premium deposit to quarterly, semi-annual or annual plans at just about the same rate new policies are written. This means that the company receives each month approximately the same premium income from monthly policies.

Help for New Agents

The Federal Union has found this plan to be helpful especially to new agents who are starting in because of the immediate return from their efforts, it apparently being easier for many good prospects to start on this basis. But it is also very convenient for agents who have been at the business for a sufficient time to have become thoroughly established. A certain amount sprinkled in with policies written on the more usual payment plans is always welcome to every agent as it assures a small regular income each month. One of the advantages from the standpoint of the company and agents both is that it tends to hold the agent steadily with the company as, with \$50 or more coming in each month, the agent is going to think pretty seriously before he makes any changes in his business connections.

In commenting on the fact that there has been more or less discussion recently on the subject of monthly premiums, and that quite a number of companies have worked out plans for accepting monthly premiums, Mr. Peters emphasized the fact that the Federal Union made a considerable extra charge for this convenience to its policyholders. In the first place, this service costs the company quite a substantial sum.

In the second place, it is felt that the agent must receive an additional compensation for looking after the account. If there is no additional return to the agent, he is apt to let the policy of a delinquent lapse because it may be easier to write new business than to have to keep continuously after the few who are negligent in the matter of attending to the payments themselves. There is an advantage to the agent in the constant contact with the policyholder that needs no comment here, except to state that the initial business on the monthly plan frequently leads to much more substantial policies as the repeated contacts ripen the agent's acquaintanceship with the insured.

H. L. White Is Manager

The National Life & Accident of Nashville, Tenn., announces the promotion of H. G. White at Vicksburg, Miss., from agent to the position of manager at that place. Mr. White has served the company for 20 years.

We write a complete line of policies—age one to sixty-five. We have all the modern features of life insurance.

General Agency Openings In

MICHIGAN: Dowagiac, Hillsdale, Adrian, Jackson, Ann Arbor, Pontiac, Traverse City, Bay City.

OKLAHOMA: Oklahoma City, Enid, Ardmore, McAlester, Okmulgee, Guthrie, Bartlesville.

OHIO: Dayton, Cincinnati, Toledo, Cleveland, Sandusky.

INDIANA: Indianapolis, Terre Haute.

ILLINOIS: Springfield, Bloomington, Peoria, Decatur, Jacksonville, Joliet, Rockford, Waukegan.

MISSOURI: St. Louis, Springfield, Joplin, Moberly, Jefferson City.

IOWA: Des Moines, Council Bluffs, Sioux City, Davenport, Burlington.

Farmers National Life Insurance Company of America

A. O. Hughes, Vice-President in Charge of Agencies

3401 South Michigan Avenue

Chicago

Worthy Traditions

Mutual Benefit agents are men who have been drawn to the Company because of its traditions, its standards and ideals. For seventy-nine years the idea conveyed by the words "Mutual Benefit"—the good of all applied to the affairs of each—has been the guiding principle in treatment of policyholders of this Company.

The Mutual Benefit Life Insurance Co.

Organized 1845

Newark, New Jersey

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have A Wider Field— An Increased Opportunity

Because we have

Age Limits from 0 to 60.
Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.
Participating and Non-Participating Policies.
Same Rates for Males and Females.
Double Indemnity and Total and Permanent Disability features for Males and Females alike.
Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as
a profession are invited to apply to

The Mutual Life Insurance Company
of New York
34 Nassau Street, New York

Insurance Record, 1923

New Insurance . . . \$ 96,148,025
Insurance in Force . . . 719,421,634
Increase of \$58,623,876 which is 61%
of the New Business

New England Mutual Life Insurance Company
of Boston, Massachusetts

Northwestern National Life Insurance Company

Minneapolis, Minn.

Mutual.....Legal Reserve

Assets.....\$16,666,178.00
Surplus.....\$1,427,367.00
Insurance in Force.....\$173,309,166.00
The COMPANY has \$109.37 of assets for each \$100
of liabilities
Rate of Interest Earned, 1923.....6.20%
Mortality, 1923.....41.3%

Liberal direct agency contracts available in Pennsylvania, Virginia, Southern Indiana, Southern Ohio, and Kentucky to men of ability and record of successful results in personal production and organization.

SAYS FARM MORTGAGE FIELD IS SATISFACTORY

Jesse R. Clark of Union Central
Life Finds Conditions
Good

NO REASON FOR CHANGE

Depression Talk Not as Serious as
Imagined and Investment Secur-
ity Is Not Weakened

CINCINNATI, O., Aug. 27.—When asked about farm loans as a good investment for life insurance companies at the present time, Jesse R. Clark, chief investment officer of the Union Central, stated emphatically that the situation was very satisfactory and that his company could see no reason for altering its policy. The Union Central has invested heavily in farm loans for many years, with excellent results, and Mr. Clark's comment is of much weight, as his study of the subject has been dictated by the necessity of protecting the great sums his company has at stake in this field.

Depression Not Serious

It is true that the recent months have seen a larger default in interest and principal than in some periods of the company's experience, and that a considerable number of farmers are in bankruptcy. But the number is not sufficiently large to cause any undue concern. Much attention has been given to this condition in the press—in fact, the point has been unduly emphasized. To give a true light on the situation, concurrent attention should be paid to the condition of small businesses in urban communities. After all, farms are small businesses. There is no more financial difficulty among farmers than among proprietors of lesser organizations generally. Taken generally, farm loans are in quite satisfactory shape. In some sections, there is considerable embarrassment. This is true in a small section of the northwest, particularly in Montana, where there has been a crop failure for five successive years. But even here, Mr. Clark has personally observed that where good business judgment had been exercised in the tilling of the soil, the farmer has been successful in keeping his financial bark on an even keel.

This leads to the natural observation that if the farmers, as individuals, will "buck up" and assume the stature of the men they are, the vast majority of their troubles will disappear like the morning mists. The farmers must produce, just as every other merchant and manufacturer must. Crops will fail occasionally. That is beyond the power of man to control. But the farmer who gives the proper thought to his problem can, on the average, do well. If prices are low, it is obvious that the yield must be high. It is common knowledge that the crop yields are not as great as it has been demonstrated can be produced. The states and the government have placed information at the disposal of the tillers of the soil which is practical and is actually begging to be put to use. In a word, cultivating the soil can reward a man of intelligence and industry to the same degree as pertains to any other form of human endeavor.

Mr. Clark feels distinctly that the greatest help to the farmer now is to inculcate in his being a feeling of optimism. The press and the government have given undue attention to the plight of the farmer, influenced by a minority who have met with difficulty. It was recently shown that the low return from

wheat about which a great deal was written, affected only about 6 percent of the agricultural wealth of the country. But as a result of this, Congress considered a bill which would virtually subsidize the farmer. Under such conditions, what happens? The farmer gets the idea that he should lean on the government. There is no more clear demonstration of the effect of paternalism than the attitude that exists among the rural communities in some sections. If men are coddled, they will not avoid the bounty which is handed to them. But the effects are ultimately vicious and far more destructive than any present good such a policy can accomplish.

Reports are coming in from many sections which show that this summer's labor on the farms is going to be amply rewarded. This fact is going to do more good than any amount of legislation. If people will only reflect a moment, they will not be at all concerned over the situation of the rural population. The reason of its prominence in the news is merely a tribute to the skill with which news is disseminated. In the early '90's, the hardships of the farmers were real and, furthermore, were universal. At present, bad conditions are localized practically entirely, but the news spreads fast. There is nowhere such a condition as existed in the period referred to.

Good Prospects Seen

This fall, when the returns from the crops are in the bank, will mark the turning point in the depression which has existed in the country districts. The farmers will be able to meet their obligations and will be largely free from the indebtedness which has been a worry to them. By the same token, this fall will see a big increase in the demand for farm lands, a commodity which has not been selling readily for some time. Already, the inquiry has been sufficient to lead interested observers to predict that a period of buying of some months duration is just around the corner.

In view of these facts, Mr. Clark believes that companies which have large interests in the farm mortgage field of investment will continue to enlarge the amounts put to this use. The interest yield is very satisfactory, and with conditions righting themselves rapidly, as they are, insurance companies will share largely in the development and prosperity of the farmer.

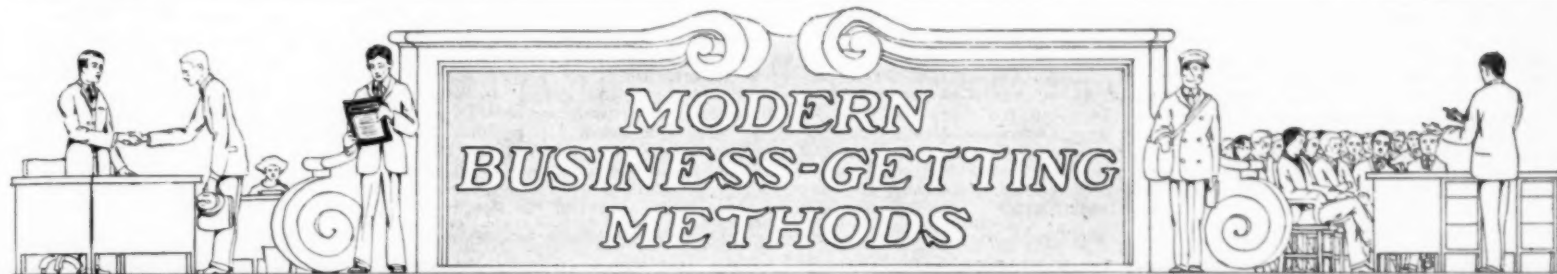
COMMENT ON WRITING OF MONTHLY PREMIUM PLAN (CONTINUED FROM PAGE 25)

issue all the policies, to keep all the records and to do everything except the drawing of checks and computing of policy reserve. This actuary said, however, that the department was little more than a very high class industrial agent. The average agent was not much better than the average industrial agent.

* * *

Another actuary, in personal comment after answering for his company, said that he sees several definite reasons why this business is undesirable. In the first place, the cost of collection under monthly premium policies is considerably increased, unless the company has a collection system similar to the industrial companies, which is more than can be adequately compensated for in increasing the premiums under monthly premium policies. In the second place, the rate of termination would be materially increased and again, unless the company has a well organized collection system, these terminations cannot be adequately cared for, which adds to the company's expense. Thirdly, he said that not infrequently an applicant may be persuaded to insure beyond his ability to pay, because the agent convincingly points out the smaller monthly premium, in comparison with the annual premium.

(This is the second instalment of responses to an inquiry sent out by The National Underwriter. Further replies will be given next week.)



LEADS FROM PROSPECTS

INSURANCE PAPERS

MAIL CAMPAIGN

AGENCY MEETINGS

Life Insurance Work Calls for Noblest Traits of Character and the Rewards It Brings Strengthen the Mind and Soul

PAUL M. Ray of Des Moines, assistant superintendent of agencies of the Equitable Life of Iowa, in a recent talk on "Life Insurance Salesmanship—the Job and the Man", said, in speaking on the first section of his topic:

"It is not the sale of dividends. It is not the sale of cash values and endowments. It is not the sale of a company or the sale of participation or non-participation or the sale of a policy. A man goes out to buy a home. He gets a deed when he hands over the money. He is buying a place where he can settle down in his own right and entertain his friends and have every foot of the ground and building endeared to him because of those he loves. That is what he is buying!

"Life insurance is selling a home in which the wife and children may remain if something happens to the husband and father. It is selling food and clothing, school books, and a fair chance in life for the children! It is selling the right of the mother to the companionship and care of the children. It is selling the children the right to the mother's love and care and the right to those ideals that will enable them to grow up to ideal manhood and womanhood. It is selling the father the peace of mind he will have the rest of his life. It is selling him the right to know that those dependent upon the continuation of his efforts for their livelihood will be provided for after he is gone. It is selling him a feeling of security. That is what we are selling in life insurance! Also much more. Those are the things we are selling in life insurance, but there are lots of things besides the sale! When we have turned over an evidence of the sale that is not the completion of the sale.

Life Insurance Service Should Be Explained

"Today we don't recognize that life insurance salesmanship implies the safe delivery of the contract. It means that you must go much further. You should deliver the contract in person. The value of it should be explained. The purchaser should become so in love with his contract that he cannot be induced to surrender it. He should understand that direct provision is made for option of settlement under that policy as to insure safe delivery of the home to wife, and food and shelter, and school books, and clothing to the children. That constitutes the job!

"How big is the job? The evidence I have seen indicates we are paying 2 or 3 percent of our annual income for life insurance premiums. Out of that 87 percent of assets are life insurance policies. In England 16 percent of the entire income is exempted from taxation to be used for life insurance. On that basis we are only about one-seventh insured. We yet need 700 percent or 800 percent more insurance than we have today. That is our job—to multiply ourselves some seven or eight times.

"Now I want to talk on the man.

That is the keystone of the arch. I must tell you of a conversation I had one night with a friend of mine in the Pullman. My friend had been in the life insurance business for 35 years. He had learned much and had made mistakes. He told me that he had arrived at one conclusion when looking for a man in the life insurance business. In choosing a man he must have three things.

"I must know three things about him," he said. "He must have intelligence." Then being a man who liked qualifying words, my friend said, "He must have 'ordinary' intelligence." Then he said, "He must have 'very' ordinary intelligence. A man must have just intelligence enough to look into the lives of prospects and see something of their opportunities and ideals and realize how they may be accomplished and the ability to express to the man both the need and remedy and put it in simple language of every-day life."

Integrity and Stamina Are Characteristics Required

"Then my friend said, 'Secondly, I want a man to have integrity—absolute integrity.' In no business can a man make a success without integrity, but in our business where every shareholder is an assistant in opening men's doors, we must have absolute integrity. It is true for a time a man may make something of a success by dishonest methods, but it cannot continue.

"Then my friend gave the third qualification: 'He must have stamina enough to do just as good a day's work in opening doors as is done by the man in the office, by the cashier in the bank, by the man in the dry-goods store, by the man with the plow between his hands on the farm. If a man have these—stamina enough to do a real day's work, integrity and intelligence, the life insurance business will take drudgery out of life and leave confidence, courage, and a well-defined workable plan for gaining life's hopes and ideals and no man will go out and tell the story of life insurance without making a success.'

Certain Preparedness Should Be Made for the Work

"Right there my friend convinced me he had told a whole lot of truth. There must be much more necessary also. There is a certain preparedness necessary, based upon body, mind, and soul. I see many men who by going out to the day's work unfit in body are failing. They tax their bodies or they fail to take a reasonable amount of exercise, or have something wrong with their habits. They are not properly prepared for living. We see other men that are carrying with them an evidence of their faith. Attitude means a big thing. We hear lots of talk about this. I want to call your attention to physical attitude. Before your prospect hears you he sees you. If you carry in your attire an evidence of failure you are not going to get far with him.

"If it were not for the effect upon

myself and others, I would like to try an experiment. I would like for you to sit with your shoulders thrown forward and your head hanging and the corners of your mouth turned down and then try and think a happy thought. It is impossible! Then reverse the process and see how the shoulders well-squared and the head up, will cause life to take on a rosy hue instead of a blue hue. Are you bothered with blues and are the prospects all on the wrong side of the fence? Just throw your head up and you will find yourself facing life differently. We ought to study to keep ourselves in the right physical condition.

Spirit of Confidence Gives Salesman Proper Attitude

"In the mental attitude also there must be some spirit of confidence—a feeling that you know your business and that you are qualified to go out and talk to your prospects.

"Insurance demands a special knowledge on your part. A man must know the contract. It will be necessary to know something of business practices, partnerships, bankruptcy and bequests, if you are to do a general line of insurance. Get all the general knowledge you can. If you keep anything seven years you will find a use for it. I know that there is no bit of knowledge that will not come into good stead in the life insurance salesmanship job. There will come a time that it will serve as a key to unlock the interest of your prospect.

"Then there is the moral attitude. To be absolutely honest is not enough. I know a man that is absolutely honest so far as money is concerned, but this business demands of you that you be of such moral character that will commend you to all, not the few, in your community. People do not care to transact business with people of a low moral plane. Those of low moral plane, however, do not hesitate to do business with you if you are moral.

Life Insurance Salesman Should Love His Job

"One thing more. There is a love of the job necessary. Many people say, 'Well, I have done well, but I don't like the job.' To those I say, 'If you don't like the job, get out of it, because you will never make any considerable success or give the real service that life insurance prospects have a right to expect.' We must see some reward in the job to learn to love it. There should be some reward. We are extending our influence and making the world a better place in which to live because of our business. In doing that we receive reward in the way of sales and we see that the average life insurance man is doing as well as any other business man. He is having an opportunity too to develop himself mentally as few other jobs afford that opportunity. Instead of dealing with a single group of clients he selects the people with whom he will transact business and finds them of such a caliber that forces him to extend himself in order to meet them mentally. But he is doing more than that! Life insurance in the short period of about three-quarters of a century in the United States has done much in working out the safety of the United States. In that period besides paying big amounts to relieve disaster and pauper-

ism, it has accumulated \$72,000,000,000 that is working day by day as a working capital in the United States to better the road of every man, woman, and child in the United States. What good does this do, you ask? It is this. There is another point where you can name a by-product of life insurance.

"The millions of dollars in reserve are working every day to make every laborer's job a better one, to make it pay him a better reward on the work he has to do.

Life Insurance Is Financing Many Valuable Enterprises

"There is another service life insurance renders. All over the land today, and especially in the west, campaigns are being put on to 'keep your money at home.' I found there was hardly a city in the west that did not have its bonds financed by the funds of life companies. You can go from Maine to Washington, California, and all over and find the great enterprises for public good enjoyed by pauper and millionaire alike, financed by life insurance. Some people will say, 'I don't want anything to do with life insurance.' They cannot help it. There is no one, from the old man to the child in the mother's arms who will not benefit from life insurance. How necessary that you should be well-qualified and should have a heart as true as steel so as not to misrepresent the institution of which you have become a part!

"There must be a good measure of confidence in your own heart. You will get business by knowing your business. Then there must be still more. There is stage fright to be overcome. Sometimes this overtakes a well-qualified man. The best way to master that is to do the thing that you feel you cannot do. If you do this you will overcome. You must also have confidence in the institution of life insurance. Have confidence in your own company. Study its history and get acquainted with its officers and find out that they are the finest fellows in the world and you will have such a confidence that will be a great help to your success. There must be confidence in the prospect. He must have confidence in you. You must be worthy of it. If you are there will be an essence that will come from you that will gain your prospect's confidence. You must be prepared to meet all the situations that arise. You must talk intelligently to be able to hold a man's confidence.

Each Case Should Be Studied and Carefully Analyzed

"Before we go to see a prospect we should think of all those things that are likely to contribute to our success and all those things that are likely to hinder our success. It is quite necessary to analyze your case and know it. As an example I will tell you about a young man of 23 who started in the life insurance business. He was working on a lot of students and college professors. He went out to talk with a professor about life insurance one evening. He said, 'Professor, I came out to have a little talk with you regarding life insurance.' The professor told him he had all the insurance he wanted and would not talk about that subject. In reply the young man said he liked to talk to a man that was forehanded enough to

have all the insurance he needed. The professor mentioned that he carried \$5,000 and gave the name of the company. Again the young man complimented the professor, congratulating him upon the fine discrimination he had shown in selecting the company he had chosen. When the young man mentioned how much the professor's salary amounted to and how much he deposited in his savings account the professor looked somewhat dashed. Out of the amount remaining after depositing the savings, the young man suggested that 46 percent probably went to pay personal bills. \$700 was then required to maintain the rest of the family.

"Now, Professor, how much do you think that your wife can make the \$2,000 earn when you die?"

"Seven percent."

"Have you ever thought that \$10,000

would only cost you twice as much as \$5,000 and do four times as much good?"

"The professor could not see this, but the young man showed him that 7 percent on \$5,000 was \$350 for the entire year. In about ten years the principal would be gone because of constant dips into it. The professor saw that this was true. On \$10,000 the professor would receive \$700, a year and still have the principal intact. The professor saw that this was infinitely better and the young man won out because he had prepared his case beforehand. There is another point to this. A few days later the professor saw the young man again. He told him that the remark about the amount of interest his wife could make the principal earn had struck with him. He had decided she could not make 7 percent and that he therefore needed another \$5,000. That is salesmanship.

Life Insurance Man Should Cultivate Perseverance

"I want to give you a personal experience in regard to perseverance. I want to discuss the language you use. I think there should be a great element of perseverance in life insurance men. A man came into my office for a position. In talking to him I found he was deaf. I wondered how he could do business and he told me his method. A friend would go with him and introduce him to a prospect and then because he could not hear the man say "no" he would have to sign. That is a type of perseverance that is all right if you don't overdo it. We should be persistent but another type that life insurance men need is the perseverance to carry on from morning to night, even though turned down repeatedly.

Some years ago I read in a Chicago paper an account of a lady that was living in Mason City, Ia., and was writing more business for her company than the Chicago or New York office. One day in that town, I called upon this lady. She told me that while in Chicago one day she met an old friend who wanted to know what she was doing. She told him she was in the life insurance business and then remarked to me that the only reason the story in the paper was not bigger was because her imagination failed her after a certain point. So that accounted for the story. She told me she was making a living but not much more. This lady had written only one application during the week in which I saw her so she also told me that her coming Saturday and Sunday would be a blue one.

How a Salesman May Defeat His Chances for Success

"In turning to leave I said to her, 'Well, I see you are a regular life insurance man,' and she asked me what I

meant by that. This is what I told her: 'If you came here Monday morning and having read your mail, attended to your few letters, and then played solitaire until lunch, if you called on several prospects in the afternoon and Tuesday you went out again for business and the first man you saw had all the insurance he wanted, and the second man had promised his best friend to take insurance from him, and the next man's wife objected to life insurance, and so on through the whole day. If this kept up the next day so that by the next night you worried all night as to whether you were going to do business the coming day, instead of being firmly convinced that you would get it, by Friday afternoon you are facing a blue holiday and wasting the few remaining hours that might turn defeat into victory. You are sitting here facing a bad Saturday and Sunday.'

"In less than an hour that woman was back. She sailed into the room and this is what she told me:

"I began to think over whom I might see. I went over and called on a man I have been intending to call on for a long time. He told me he would not

take any more insurance. His son just out of high school was sitting there and I said, 'How about your son?' He told me if I could write him he would give me a check for the premium and now I can go home to a happy Saturday and Sunday.'

"I said, 'Fine—a regular life insurance man.' Again, she asked me what I meant. I told her that she still had an hour before her day should be over. She went out again and inside of an hour she phoned me to come into her office. She apologized for bothering me but explained that she just wanted to tell me what my last shot had done. 'Here is another application' she said.

"That is a fine example of perseverance. I know, men, that you don't see on an average one man a day—one that you get a real interview with. What would you think of a company that wrote three million a year and then sat down and folded its hands? If that company had a heavy death loss you would all be in a 'Hell of a fix'. The man that writes one application and does the same thing is in a worse fix. He is pinning all his faith on one case who is probably only a suspect instead of a prospect."

SOME SELLING SUGGESTIONS

FROM GUARDIAN LIFE SERVICE

THE prospect was 40 years old. The agent had proposed \$5,000 ordinary life, with all benefits.

"I can't carry \$5,000," objected the prospect.

"You don't have to worry about carrying \$5,000," answered the agent. "You carry only \$173.60. The company carries the amount of the policy; the insured carries the premium."

A southern agent wrote several applications by the simple expedient of putting some of his company's advertising literature in baby carriages.

Sometime ago there appeared in "Printers' Ink," an interesting account of unusual results achieved by an agent through the use of photographs. This man got his idea from a visit to a country poorhouse. He had photographs taken of a number of the inmates and obtained brief sketches of their life history. When canvassing a prospect he uses these pictures and stories and has found that they speak louder than words.

One agent uses this "come-back" on the prospect who can carry more, yet complacently sticks at \$1,000. "Why not save your widow the agony of parting with this \$1,000, by having the policy made payable direct to the doctor, the undertaker, and the monument man? They'll get the money, all of it, you know."

Sometimes you will run across the kind of prospect who defers his decision to the judgment of his wife. The consent of the wife is necessary before he will make any move. One of our Buffalo agents makes it a point to let the wife in on as much of the interview as possible. When the application is signed, he has her sign as beneficiary and also act as witness to her husband's signature on the dotted line. In this way, he finds, she feels she is really a part of the transaction and the case is made more secure.

Here is a neat presentation of life insurance that has been going the rounds:

"Mr. Smith, you are 40 years old—how long has it been since you started to make your own living?"

"I started to work when I was 14 years old."

"And you are worth about \$10,000 today?"

"Yes."

"Then, Mr. Smith, it has taken you 26 years to create an estate of \$10,000, has it not?"

"That's about right."

"For a little less than \$300 I can double your estate—really double your life's work."

"How's that?"

"Put your name here on the dotted line—have a health certificate filled out by our doctor—let my company issue a policy to you, and you will be worth \$20,000, instead of ten—and you have done in twenty minutes what it took you 26 years to do."

A suggestion for the rich man:—

Mr. Prospect, you probably realize that \$50,000 of your estate is exempt from taxation under the federal inheritance tax law, but do you know that you can increase this exemption to \$90,000 by means of life insurance? Other wealthy men are taking advantage of life insurance to secure an additional exemption of \$40,000.

Wives Suggested as Aid In Selling Business Men

MUCH has been said of women in life insurance, both as saleswomen and as prospects, but still another way in which the woman is a valuable aid in the sale of life insurance policies is now suggested. That is, the wife of any desirable prospect offers an excellent avenue of approach for the agent. The wives know the financial situation of the husbands. They often handle the finances and in most cases have a good share under their direction for house-keeping expenses. While the man is busy with his business routine during the day and, during his hours of relaxation in the evening, does not care to discuss life insurance, the wife is at liberty during the entire day and free from business worries.

Thus she would make a most excellent prospect for the agent, for the writing of insurance on her husband. If the wife is approached tactfully on the question of life insurance and the need of ample insurance is definitely shown to her, the agent can be assured she will make a thorough investigation as to the amount now being carried and will willingly talk over additional insurance with the agent at a later date. She might often even be willing to take out life insurance on her husband's life, paying the premium from her own income. If the protection idea were sufficiently pictured and the future of the home brought out as largely dependent on life insurance, the wife would prove an able ally in selling the husband and possibly a large purchaser of insurance on his life.

OMAHA CALLS YOU FOR OUR GENERAL AGENCY

—but you must be a man of unusual ability, with an unusual record, to land this unusual opportunity.

Omaha is the second primary livestock market and packing center in the world—a rich city, rapid and substantial in its development.

We want a man who will make the most of this opportunity—who can organize a strong selling force—who can produce big business personally—who is of strong financial responsibility and who is capable of earning \$25,000 per year.

This man will receive a liberal first year commission, a collection fee, an office allowance and a business-development allowance.

We are one of the most prosperous old line life insurance companies in the West—with an excess of \$125,000,000 of insurance in force.

Write to us, if you can qualify. Address K-7, care the National Underwriter.

NOTE: We also have an unusually attractive, special contract for good salesmen whose experience is limited.

Premiums once reduced are permanently lower

War, Flu or other catastrophe can not raise them even to their original level as would be the case in "participating" insurance if "dividends" were decreased or passed.

Do you know of any non-participating policies which provide for sharing in mortality savings and excess interest earnings? Premiums have been reduced under several forms of policies since 1919 and this unique feature is now regularly embodied in all forms of the low-rate non-participating policies issued by the

FEDERAL UNION LIFE

Home Office—Cincinnati, Ohio

Knights of The Needy!

IN THESE AFFLUENT TIMES when so much is being said and printed about million-dollar policies taken for the purpose of paying estate and inheritance taxes on great fortunes, it is well for us to lower our eyes once in a while and observe the blessings brought to those in humble walks of life by those lowly full-time and part-time life insurance advocates who toil day in and day out among those prospects to whom the premium on even \$1,000 of life insurance means some personal sacrifice.

Do you think that the story of Mr. Million Bucks, who recently passed away, and who by carrying several millions of life insurance saved his estate from being "gypped" by Uncle Sam to the tune of two millions of dollars, impresses the advantages and the solemnity of life insurance upon the heart and mind of Mr. Average Citizen as profoundly and reverently as does this letter from a little girl whose father left her only \$1,000 of life insurance?

Morris & Plunkett, District Managers
Illinois Life Insurance Co.
Viola, Illinois

Kewanee, Illinois,
February 22, 1924

Gentlemen:

I received your letter telling me that you paid my guardian \$1,000 on the life insurance policy carried by my father who died a short time ago. I am more grateful than I can tell you, as this money will not only be a great help to me but to my mother, as without it, I would be dependent upon her entirely. She works every day and we live with my grandmother who is not at all well.

For many months just past I have been crippled. I broke my ankle and tuberculosis set in the bone, so for a long time I had my foot in the cast and had to use crutches. The last six months I have been wearing a brace and going to school. Now the doctor says my foot is cured but I will have to be careful always, so I want a good education and the money will help my mother to send me through school.

Yours very truly,

P. S. Many thanks to you.

(Signed) Miss Irene Bell Wallace.

KNIGHTS OF THE NEEDY! Indeed they are, those splendid men who strive in season and out of season to insure those humble fathers and mothers, the payment to whose children of one thousand dollars of life insurance money means more to the heart and security of America than all the million-dollar life insurance payments that have or ever shall be made to the beneficiaries of millionaires.

The Illinois Life operates in only seven states, Illinois, Indiana, Kansas, Michigan, Missouri, Oklahoma and Georgia.

We are not seeking representatives from the organizations of other companies, and we do not accept any brokerage business, therefore, this advertisement is published solely for the encouragement of those men who may sometimes feel that because they do not write large policies they are not of much value in the life insurance world.

Illinois Life Insurance Company CHICAGO

JAMES W. STEVENS, Founder

GREATEST ILLINOIS COMPANY

Illinois Life Building, 1212 Lake Shore Drive

The Illinois Life is the Dean of the Illinois Legal Reserve Life Insurance Companies



LIFE INSURANCE WOULD HAVE SAVED THIS HOME

ILLINOIS MANAGERS WANTED

At Bloomington — Freeport — La Salle
Elgin — Peoria — Springfield

Also some fine General Agency openings in
Eastern IOWA and Eastern MISSOURI

LIBERAL CONTRACTS—STANDARD and SUB STANDARD Risks

RESERVE LOAN LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA.

